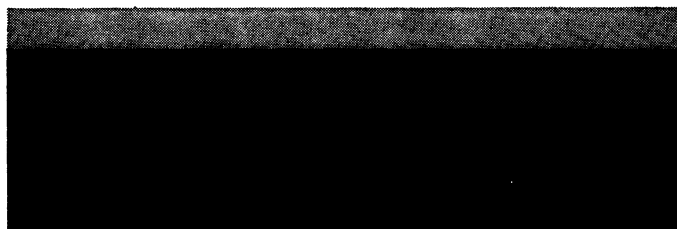




Helps her keep slim – and active



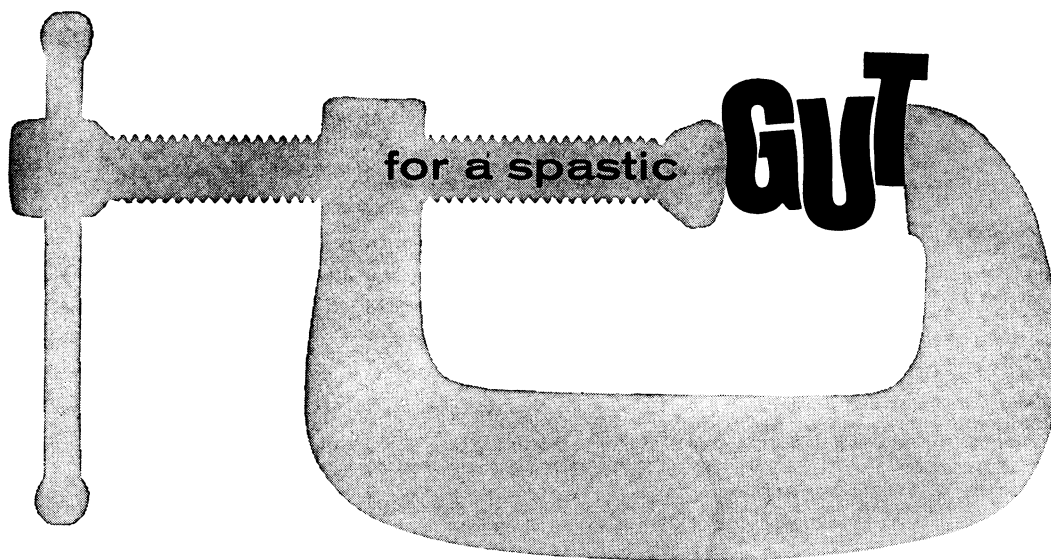
When patients start to gain weight, they often become less active—and gain more weight! Health may suffer. You can stop this vicious circle, make it easier for patients to achieve and maintain normal weight by prescribing ALTEPOSE. It makes reducing easier because it provides 'Propadrine' to curb appetite, thyroid to release tissue-bound water and 'Delvinal' to relieve irritability.

Each tablet contains 50 mg. 'Propadrine' HCl, 40 mg. thyroid and 25 mg. 'Delvinal.'



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.



Trasentine®-Phenobarbital

C I B A
Summit, N. J.

integrated relief...
mild sedation
visceral spasmolysis
mucosal analgesia

TABLETS (yellow, coated), each containing
50 mg. Trasentine® hydrochloride (adiphenine
hydrochloride CIBA) and 20 mg. phenobarbital.

2/2228M

relaxes
both mind
and
muscle

***for anxiety
and tension in
everyday practice***

- nonaddictive, relatively nontoxic, well tolerated
- well suited for prolonged therapy
- no blood dyscrasias, liver toxicity, Parkinson-like syndrome or nasal stuffiness
- chemically unrelated to phenothiazine compounds and rauwolfia derivatives
- orally effective within 30 minutes for a period of 6 hours

For treatment of **anxiety and tension states and muscle spasm**

Miltown

2-methyl-2-n-propyl-1,3-propanediol dicarbamate—U.S. Patent 2,721,720



Tranquilizer with muscle-relaxant action

WALLACE LABORATORIES
New Brunswick, N. J.

SUPPLIED: 100 mg. scored tablets (Bottles of 50 tablets)
Usual Dosage: 1 or 2 tablets t.i.d.

Literature and samples available on request

ON-3706-R4

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**NOW—EFFECTIVE STEROID HORMONE
THERAPY OF RHEUMATIC AFFECTIONS
WITH GREATER SAFETY AND ECONOMY**

PABALATE-HC

Robins

*Pabalate with
Hydrocortisone*

Clinical evidence indicates that, in Pabalate-HC, the synergistic antirheumatoid effects of hydrocortisone, salicylate, para-aminobenzoate, and ascorbic acid achieve satisfactory remission of symptoms in *up to 85% of cases studied*

—with a much higher degree of safety

—even when therapy is maintained for long periods

—at significant economy for the patient

Each tablet of Pabalate-HC contains 2.5 mg. of hydrocortisone — 50% more potent than cortisone, yet not more toxic.

FORMULA

In each tablet:

Hydrocortisone (alcohol) 2.5 mg.
Potassium salicylate 0.3 Gm.
Potassium para-aminobenzoate.. 0.3 Gm.
Ascorbic acid 50.0 mg.

DOSAGE: Two tablets four times daily.
Additional information on request.

AVAILABLE
FOR YOUR
PRESCRIPTION
NOW

A. H. ROBINS CO., INC. RICHMOND 20, VIRGINIA
Ethical Pharmaceuticals of Merit since 1878



Controls nervousness and tension in the older patient

Many agitated senile patients respond remarkably to 'Compazine', the new S.K.F. tranquilizer and antiemetic. As nervousness and tension are diminished, patients become calmer and more cooperative. Often older patients take a new interest in their homes and families and once again contribute to the normal daily routine.

Vischer¹ treated a 76-year-old woman for extreme nervousness and tremors. He found that "after less than three weeks treatment with prochlorperazine ['Compazine'], 15 mg. daily, she no longer had any tremors, was substantially less nervous and reported: 'Doctor, I feel like doing and going.'"

'Compazine' is rapid-acting, highly effective and has shown minimal side effects. Available: 5 mg. tablets in bottles of 50.

Before prescribing 'Compazine', it is important that the physician be fully conversant with our literature, particularly those parts of it dealing with administration, dosage, side effects, cautions and contraindications.

Compazine[★]

a true tranquilizing agent

Smith, Kline & French Laboratories, Philadelphia

1. Vischer, T.J.: *Unpublished data from Clinical Study of Prochlorperazine, a New Tranquilizer for the Treatment of Non-Hospitalized Psychoneurotic Patients.*

★Trademark for prochlorperazine, S.K.F.

Why Pentoxylon®

means dependable therapy
in angina pectoris



This approach in the treatment of angina pectoris provides protection against attacks together with a calmer, more serene outlook on life and rehabilitation toward greater work capacity and more useful productivity.

Because each tablet of Pentoxylon combines the valuable *tranquilizing*, *bradycrotic*, and *nonsoporific sedative* actions of Rauwiloid® (alseroxylon, 1 mg.), together with the *long-lasting coronary vasodilating* effect of pentaerythritol tetranitrate (PETN, 10 mg.), fewer and fewer attacks occur and they become less and less severe. Demonstrable ECG improvement occurs in most cases.

... and to stop the acute attack faster

Assure speedier relief when an attack does occur—*within seconds*—employing the pulmonary portal of entry, the most direct, quickest-acting route to the coronary circulation, by means of Medihaler-Nitro inhalation.

Each metered dose provides 0.25 mg. octyl nitrite in self-powered nebulization...

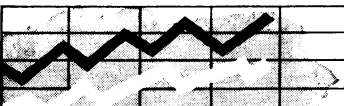
Medihaler-Nitro™


Dosage: one to two tablets q.i.d.,
before meals and on retiring.



LOS ANGELES

FERROLIP®

—new physiologic iron chelate for
maximum  hematologic

response—avoids interruption of
therapy  due to g.i. irritation

—guards against iron

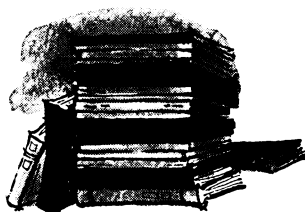


poisoning from accidental overdose

FERROLIP® *Flint*

(Iron Choline Citrate*)

chelated iron for effectiveness
plus "built-in" tolerance and safety



for the clinical and
experimental proof, write for
complete literature

TABLETS—3 tablets supply 120 mg. of iron and 360 mg. of choline base. **Adults:** 1 or 2 tablets t.i.d.; **Children,** 1 tablet t.i.d.

SYRUP—6 teaspoonfuls supply 120 mg. of iron and 360 mg. of choline base. **Adults:** 2 to 4 teaspoonfuls t.i.d.; **Children,** 2 teaspoonfuls t.i.d.

DROPS—Each cc. provides 16 mg. of iron and 48 mg. of choline base. M.D.R. for infants and children up to 6 years is 0.5 cc.

Supplied: Tablets: Bottles of 100 and 1000; Syrup: Pints and gallons; Drops: 30-cc. dropper bottles.

Flint, EATON & COMPANY
Decatur, Illinois

*U. S. Pat. 2,575,611

anything **NEW** for dizziness?



Antivert[®] stops vertigo

(AND A GLANCE AT THE FORMULA SHOWS 2 REASONS WHY)

each tablet contains:

MECLIZINE (12.5 mg.)—specifically suppresses labyrinthine irritation¹

+

NICOTINIC ACID (50 mg.)—for prompt increase of cerebral blood flow²

Proof? Try ANTIVERT on your next vertiginous patient. One tablet t.i.d. before meals. In bottles of 100 blue-and-white scored tablets. Rx only.



CHICAGO 11, ILLINOIS

VERTIGO IN GERIATRICS
ANTIVERT is particularly useful for the relief of vertigo in the aging.

1. Weil, L. L.: J. Florida Acad. Gen. Pract. 4:9 (July) 1954. 2. Williams, Henry L.: J. Michigan State Med. Society 51:572-576 (May) 1952.




IT'S JUST NATURALLY RICH IN B VITAMINS

GALEN "B"®

from natural

All the factors of B complex occurring in rice bran—plus added calcium pantothenate and riboflavin in exceptionally pleasant-tasting forms to suit even the most "taste-conscious" patients—



GALEN "B"®—each fluid ounce contains not less than: Thiamine 4.5 mg.; Riboflavin 4.5 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 225.0 mg.; Choline 300.0 mg.; Biotin 0.03 mg., plus all other factors of the B complex group natural to rice bran.

ELIXIR GALEN "B"® FORTIFIED—each fluid ounce contains not less than: Thiamine 10.0 mg.; Riboflavin 5.0 mg.; Niacin and niacinamide 60.0 mg.; Pyridoxine 4.5 mg.; Pantothenic acid 12.0 mg.; Inositol 112.0 mg.; Choline 150.0 mg.; Biotin 0.015 mg.; Iron (as iron and ammonium citrate) 32.0 mg.; Manganese (as manganese citrate) 16.0 mg., plus all other factors of the B complex group natural to rice bran.

GALEN® MULTIVITAMIN TABLETS—two tablets contain: Vitamin A 5000 U.S.P. units; Vitamin D 800 U.S.P. units; Ascorbic acid 100 mg.; Thiamine 5 mg.; Riboflavin 4 mg.; Niacinamide 30 mg.; Pyridoxine 1 mg.; Calcium pantothenate 5 mg.; Vitamin E 2 mg.; Iron 15 mg.; Manganese 6 mg.; Iodine 0.1 mg.; Copper 1 mg.; Calcium 200 mg.; Phosphorus 150 mg.

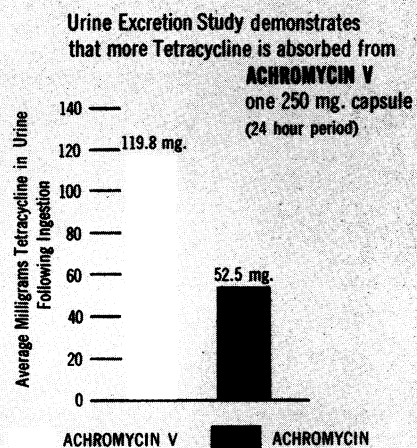
Rare-Galen Division of White Laboratories, Inc., Kenilworth, N. J.

CHEMICALLY
CONDITIONED FOR
***NEW* GREATER**
CLINICAL
EFFICIENCY!

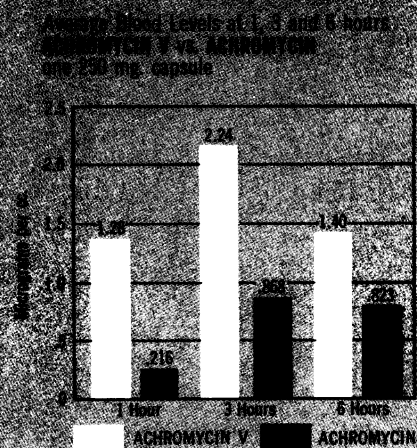
ACHROMYCIN*V

TETRACYCLINE BUFFERED WITH SODIUM METAPHOSPHATE

GREATER ANTIBIOTIC ABSORPTION



FASTER BROAD-SPECTRUM ACTION



**A NEW
FORM OF THE
CLINICALLY PROVEN
ANTIBIOTIC**

ACHROMYCIN V admixes sodium metaphosphate with tetracycline.

ACHROMYCIN V provides greater antibiotic absorption/faster broad-spectrum action for prompt control of infections commonly seen in medical practice. Indications for ACHROMYCIN V include all infections treatable with ACHROMYCIN.

ACHROMYCIN V

TETRACYCLINE BUFFERED WITH SODIUM METAPHOSPHATE

**"the only
one
of its
kind"**

Each Capsule (pink) contains:

Tetracycline equivalent to
tetracycline HCl 250 mg.
Sodium metaphosphate 380 mg.

ACHROMYCIN V Dosage: 6-7 mg. per lb. of body weight per day for children and adults.

LEDERLE LABORATORIES DIVISION
AMERICAN CYANAMID COMPANY
PEARL RIVER, NEW YORK

*REG. U. S. PAT. OFF.



QUICKLY

Relieve the Dry Hacking Cough

with **NUMOTIZINE COUGH SYRUP**

Mucolytic Expectorant

In "Throat Cough"—the use of the "dispersing factor" facilitates spreading of the medication over the throat while swallowing, thereby relieving cough originating in the throat region.

In Bronchial Coughs—With its mucolytic action, Numotizine Cough Syrup is particularly effective in cases where thick, viscid bronchial secretions are present.

In Children's Coughs—Numotizine Cough Syrup has a pleasant aromatic base which is unusually well accepted by even small children. It contains no alcohol, narcotic or sedative.

NUMOTIZINE COUGH SYRUP

Each fluidounce contains:

Glyceryl Guaiacolate.. 5 gr. (0.324 Gm.)
Ammonium Chloride.. 5 gr. (0.324 Gm.)
Sodium Citrate..... 20 gr. (1.296 Gm.)
Menthol04 gr. (2.6 mg.)

—in a palatable aromatic syrup containing the dispersing agent. Dioctyl Sodium Sulfosuccinate 1:20,000.

Supplied in 3 oz. bottles.

HOBART LABORATORIES, Inc.

Chicago 10, Illinois



designed to

with **lower corticoid dosage**

the original tranquilizer-corticoid

Ataraxoid*

prednisolone and hydroxyzine



provides the emotional tranquilizer, ATARAX® (hydroxyzine) and the preferred corticoid, STERANE® (prednisolone) • control of emotional factors by tranquilization enhances response to the corticoid for greater clinical improvement • often permits substantial reductions in corticoid dosage, accompanied by reduction of hormonal side effects • confirmed by marked success in 95% of 1095 cases of varied corticoid indications¹

ATARAXOID now written as

5 mg. prednisolone, 10 mg. hydroxyzine hydrochloride, in green, scored tablets. Bottles of 30 and 100.

and now available as **NEW**

2.5 mg. prednisolone, 10 mg. hydroxyzine hydrochloride, in blue, scored tablets. Bottles of 30 and 100.

and **NEW**

Ataraxoid 1.0

1.0 mg. prednisolone, 10 mg. hydroxyzine hydrochloride, in orchid, scored tablets. Bottles of 100.

advantages: (1) greater flexibility of dosage
(2) effective tranquilization permits lower corticoid dosage

formerly **Ataraxoid**
NOW written **Ataraxoid 5.0**

1. Personal communications

*Trademark

PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York





SAFETY FIRST

**AFTER ALMOST
FIVE YEARS OF
INVESTIGATION
AND EXTENSIVE
CLINICAL USE
(MILLIONS OF
PRESCRIPTIONS)
THERE HAS NOT
BEEN A SINGLE
REPORT OF
A SERIOUS OR
FATAL REACTION
TO ERYTHROCIN**

This remarkable safety record stands unparalleled in systemic antibiotic therapy today. In addition to being an unusually well-tolerated drug . . . ERYTHROCIN (compared to most other commonly-used antibiotics) is virtually free of side effects.

Still, with this virtual freedom from toxicity, ERYTHROCIN is effective in the great majority of common, bacterial respiratory infections. In speaking of pneumonia, Herrell said, "*the lack of toxic manifestations following administration of erythromycin today actually favors its use over that of the broad-spectrum antibiotics in the treatment of this infection.*"¹

While discussing purulent cellulitis and sepsis due to staphylococci, Eastman, et al., mentioned erythromycin as a *drug of first choice in treating these conditions.*²

Meanwhile, Solomon and Johnston stated, "*in the staphylococcic and streptococcic infections, other than pneumonias, without exception the results of treatment with erythromycin were excellent.*"³

IN ANTIBIOTIC THERAPY

You, too, can have these same good results in your everyday practice—plus the assurance of prescribing a drug proved to be exceptionally well-tolerated in almost five years' use. *Filmtab* ERYTHROCIN Stearate (100 and 250 mg.), in bottles of 25 and 100.

FILMTAB®

Erythrocin®

STEARATE (Erythromycin Stearate, Abbott)

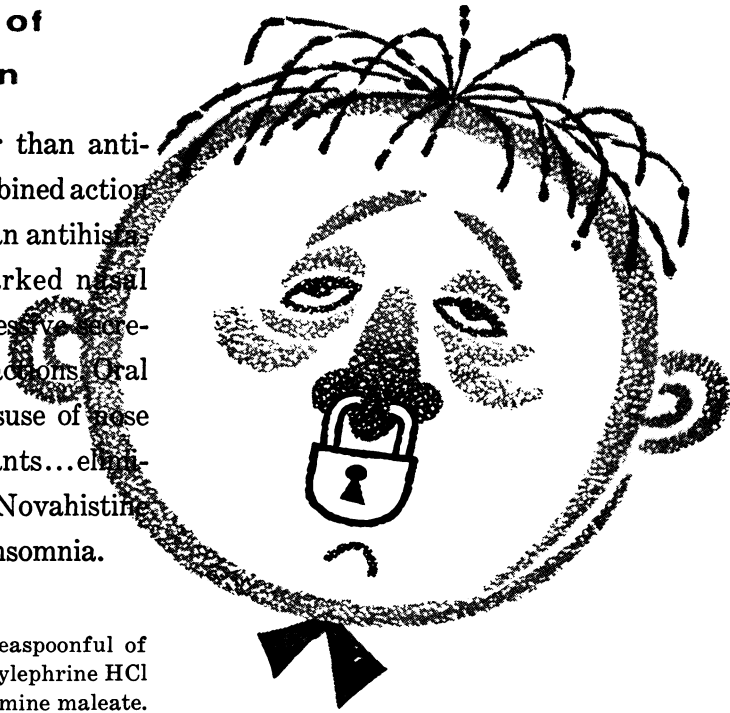
1. Herrell, W. E., Erythromycin, Antibiotics Monographs, No. 1, p. 34, New York, Medical Encyclopedia Inc., 1955. 2. Eastman, G., Cook, E. and Bunn, P., N. Y. State J. Med., 56:241, 1956. 3. Solomon, S. and Johnston, B., Amer. J. Med. Sc., 230:660, 1955.

Abbott

**Gives fast relief of
nasal congestion**

Novahistine works better than antihistamines alone. The combined action of a vasoconstrictor with an antihistaminic drug provides marked nasal decongestion, inhibits excessive secretion...combats allergic reactions. Oral dosage avoids patient misuse of nose drops, sprays and inhalants...eliminates rebound congestion. Novahistine will not cause jitters or insomnia.

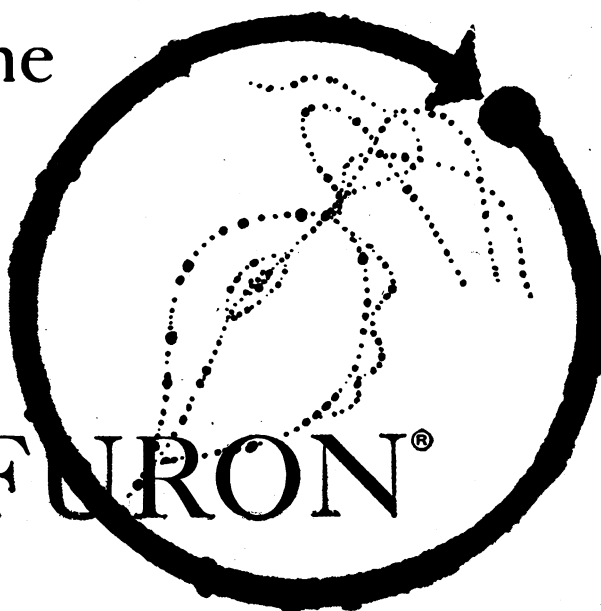
Each Novahistine Tablet or teaspoonful of Elixir provides 5.0 mg. of phenylephrine HCl and 12.5 mg. of propenpyridamine maleate. Novahistine *Fortis* Capsules contain twice the amount of phenylephrine for those who need greater vasoconstriction. Novahistine with APC Capsules contain: phenylephrine 10 mg., propenpyridamine 12.5 mg., acetylsalicylic acid 3½ gr., acetophenetidin 2½ gr., and caffeine ½ gr. Novahistine with Penicillin Capsules contain: phenylephrine 10 mg., propenpyridamine 12.5 mg., and penicillin G potassium 200,000 units.



*“unlock” the
closed-up
nose...
orally*

Novahistine®

Even stubborn
trichomoniasis yields...
because Tricofuron
is effective
during menstruation,
the critical time
for therapy.



TRICOFURON®

Recurrences of trichomoniasis "are most likely to follow the menstrual period."¹

"Over and over again today patients are seen with what is said to be an intractable, treatment-resistant *Trichomonas* infestation, but history-taking often reveals that such patients have never had treatment prescribed during any menstrual period."²

Menstrual blood in the vagina "forms an excellent medium for the rapid multiplication of *T. vaginalis*"³ and "lowers the acidity of the vagina and hence there is a tendency to recrudescence [of trichomoniasis] at that time."⁴

Tricofuron is powerfully trichomonacidal "even in the presence of vaginal debris and menstrual blood."³

For 44 of 48 patients: lasting cure was obtained with a single course of Tricofuron therapy.³

Vaginal Suppositories—for home use—each morning and night through one cycle, including the important menstrual days. Contain 0.25% Furoxone® (brand of furazolidone) in a water-miscible base. Box of 12, each sealed in green foil.

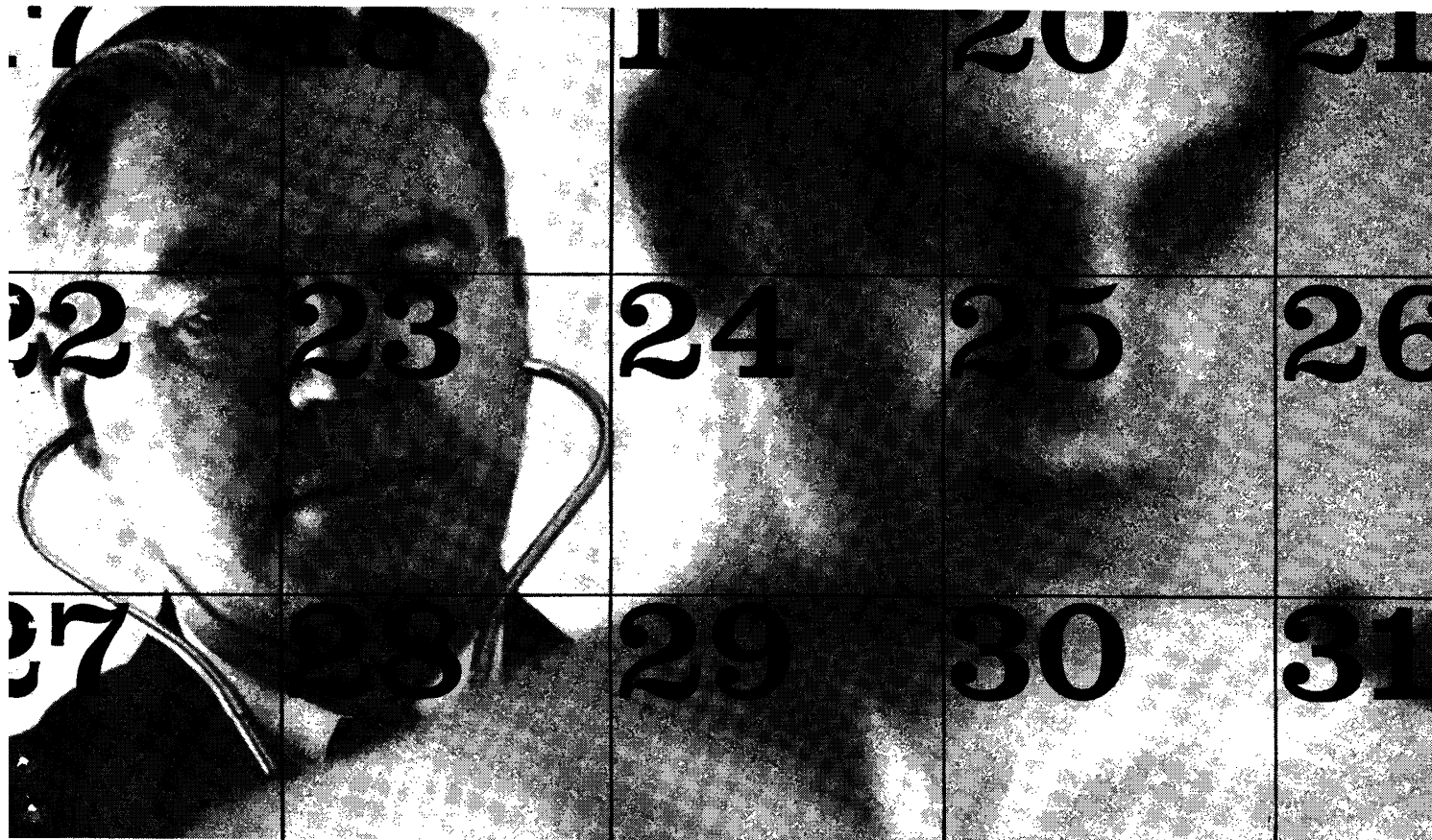
Vaginal Powder—for office use—applied by the physician at least once a week, except during menstruation. Contains 0.1% Furoxone in an acidic powder base of lactose, dextrose, citric acid and a silicate. Bottle of 30 Gm.

References: 1. Bernstine, J. B., and Rakoff, A. E.: *Vaginal Infections, Infestations and Discharges*, New York, The Blakiston Company, Inc., 1953, p. 235. 2. Overstreet, E. W.: *Arizona M.* 10:383, 1953. 3. Schwartz, J.: *Obst. Gyn.*, N. Y. 7:312, 1956. 4. Crossen, R. J.: *Diseases of Women*, St. Louis, The C. V. Mosby Company, 1953, p. 292.

EATON LABORATORIES  NORWICH, NEW YORK

Nitrofurans—a new class of antimicrobials—neither antibiotics nor sulfonamides

EVERYDAY...



**MORE AND MORE PHYSICIANS FIND ADDED
CERTAINTY WITH NEW, HIGHLY EFFECTIVE,
CLINICALLY
PROVED...**

Sigmamycin*

OLEANDOMYCIN TETRACYCLINE

multi-spectrum synergistically strengthened SIGMAMYCIN — for the widest variety of infections seen regularly by the practicing physician . . . the greatest potential value with the least probable risk

Sigmamycin provides the unsurpassed antimicrobial spectrum of tetracycline extended and potentiated with oleandomycin to include even resistant strains of certain pathogens — particularly resistant staphylococci — and to delay or prevent the emergence of new antibiotic-resistant strains, thereby providing:

(1) a new maximum in therapeutic effectiveness; (2) a new maximum in protection against

microbial resistance; (3) a new maximum in safety and toleration.

SIGMAMYCIN CAPSULES: 250 mg. (oleandomycin 83 mg., tetracycline 167 mg.), bottles of 16 and 100; 100 mg. (oleandomycin 33 mg., tetracycline 67 mg.), bottles of 25 and 100.

SIGMAMYCIN FOR ORAL SUSPENSION: 1.5 Gm., 125 mg. per 5 cc. teaspoonful (oleandomycin 42 mg., tetracycline 83 mg.), mint flavored, bottles of 2 oz.

*Trademark

PFIZER LABORATORIES, Brooklyn 6, N. Y.
Division, Chas. Pfizer & Co., Inc.



World leader in antibiotic development and production

symptomatic relief... plus!

ACHROCIDIN*

TETRACYCLINE-ANTIHISTAMINE-ANALGESIC COMPOUND

tablets and syrup

ACHROCIDIN provides early effective therapy for complications of the common cold, especially in the very young and very aged; nephritics; susceptibles to recurrent middle ear and sinus infections; those with diabetes, chronic pulmonary diseases, bronchial asthma of the infectious type, rheumatoid or rheumatic disorders.

In addition to *rapid symptomatic improvement*, ACHROCIDIN offers *prompt, potent control of the bacterial component* frequently responsible for complications leading to prolonged disability in susceptible individuals.

Adult dosage for ACHROCIDIN Tablets and new, caffeine-free ACHROCIDIN Syrup is two tablets or teaspoonfuls of syrup three or four times daily. Dosage for children according to weight and age.

Available on prescription only

Each teaspoonful (5 cc.) contains:

Tetracycline equivalent
to tetracycline HCl.....125 mg.
Phenacetin120 mg.
Salicylamide150 mg.
Ascorbic acid (C) 25 mg.
Pyridamide maleate 15 mg.
Methylparaben 4 mg.
Propylparaben 1 mg.

Each tablet contains:

ACHROMYCIN®.....125 mg.
Tetracycline125 mg.
Phenacetin120 mg.
Caffeine 30 mg.
Salicylamide150 mg.
Chlorothen Citrate 25 mg.

*Trademark

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK



NEW...

RELIEVES ANXIETY AND TENSION

RELIEVES
JOINT INFLAMMATION

RELIEVES DISCOMFORT
AND DISABILITY

'ME

RELIEVES MUSCLE SPASM



Each Multiple Compressed Tablet of MEPROLONE provides the inseparable antiarthritic, antirheumatic benefits of:

1. *Prednisolone buffered*—the newest and most potent of the “predni-steroids” for prompt relief of joint pain and arrest of the destructive inflammatory process.

2. *Meprobamate*—the newest and safest of the muscle-relaxant tranquilizers for profound relaxation of skeletal muscle in spasm.

Tolerance to this combination is good because there is little likelihood of sodium retention, potassium depletion or gastric distress with buffered prednisolone, and meprobamate rarely produces significant side effects in therapeutic dosage.

An additional important therapeutic benefit, often overlooked, stems from the tranquilizing action of meprobamate. This component of MEPROLONE relieves mental tension and anxiety so often manifest in arthritics, making them more amenable to other rehabilitation measures.

INDICATIONS: A wide variety of conditions, in which four symptoms predominate: *a*) inflammation *b*) muscle spasm *c*) anxiety and tension *d*) discomfort and disability; i.e., rheumatoid arthritis, rheumatoid spondylitis (Marie-Strümpell disease), Still's disease, psoriatic arthritis, osteo-

Therapeutic benefits of MEPROLONE compared with traditional antiarthritics.

	relieves pain	suppresses inflammation	relaxes muscle	eases anxiety	imparts sense of well-being
Salicylates	✓	✓			
Muscle relaxants			✓ ¹		
Tranquilizers				✓ ¹	
Steroids	✓	✓			✓
MEPROLONE	✓	✓	✓	✓	✓
¹ Meprobamate is the only tranquilizer with muscle-relaxant action.					

arthritis, bursitis, synovitis, tenosynovitis, myositis, fibrositis, fibromyositis, neuritis, acute and chronic low back pain, acute and chronic primary and secondary fibrositis and torticollis, intractable asthma, respiratory allergies, allergic and inflammatory eye and skin disorders (as maintenance therapy in disseminated lupus erythematosus, periarteritis nodosa, dermatomyositis and scleroderma).

SUPPLIED: Multiple Compressed Tablets in bottles of 100 in two formulas as follows: MEPROLONE-1—1.0 mg. of prednisolone, 200 mg. of meprobamate and 200 mg. of dried aluminum hydroxide gel. MEPROLONE-2—provides 2.0 mg. of prednisolone in the same formula.

NO OTHER
ANTIRHEUMATIC
PRODUCT
PROVIDES AS MANY
BENEFITS AS

MEPROLONE[®]

MEPRO | BAMATE
PREDNISO | LONE, *buffered*

THE ONLY
ANTIRHEUMATIC,
ANTIARTHRITIC
THAT SIMULTANEOUSLY
RELIEVES:

1. MUSCLE SPASM
2. JOINT INFLAMMATION
3. ANXIETY AND TENSION
4. DISCOMFORT
AND DISABILITY



MERCK SHARP & DOHME
DIVISION OF MERCK & CO., INC. PHILADELPHIA 1, PA.

MEPROLONE is the trade-mark of Merck & Co., Inc.

'Roche' announces...

Gantrimycin

GANTRISIN PLUS OLEANDOMYCIN

Here is antibacterial cross fire to check many systemic and local infections. Gantrimycin combines the modern, broad-spectrum sulfonamide, Gantrisin, with the new and dramatic antibiotic, oleandomycin.

Gantrimycin is effective against both gram-positive and gram-negative organisms. Of special significance . . . its antibacterial spectrum includes staphylococci which display increasing resistance to penicillin and most other antibiotics . . . a timely and well calculated approach to the mounting problem of drug resistant pathogens. Gantrimycin is well tolerated with little evidence of cross resistance with most other antibiotics.

Each Gantrimycin tablet contains 333 mg Gantrisin and 75 mg oleandomycin (in the form of the phosphate salt); supplied in bottles of 50.



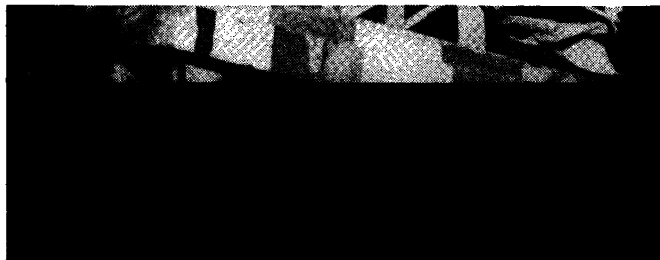
HOFFMANN - LA ROCHE INC • NUTLEY • N. J.

Gantrisin® —brand of sulfisoxazole

Gantrimycin^{T.M.}



Prompt diarrhea control for active workers



SULFASUXIDINE®-NEOMYCIN SUSPENSION WITH KAOLIN AND PECTIN

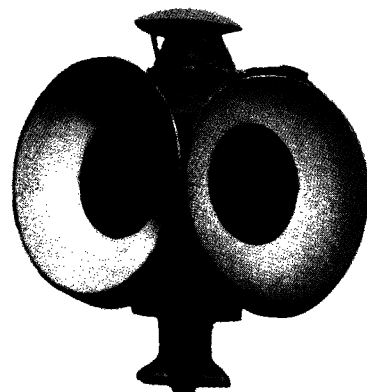
In diarrhea, the patient's critical worry is frequency and urgency—and how long until medication provides control. Palatable CREMOMYCIN brings quick relief of bacillary and nonspecific diarrheas, without constipating rebound. The antibacterial action of neomycin and Sulfasuxidine is concentrated in the gut. Kaolin and pectin soothe the inflamed mucosa, adsorb toxins, help normalize intestinal motility. Even your nauseated patients will find CREMOMYCIN acceptable.



MERCK SHARP & DOHME

DIVISION OF MERCK & CO., INC., PHILADELPHIA 1, PA.

Each fl. oz. (30 cc.) of CREMOMYCIN contains 3.0 gm. Sulfasuxidine®, 300 mg. neomycin sulfate, 0.4 gm. pectin and 3.0 gm. kaolin.



the pressing need for

IRON UNDER CONTROL

now answered by

NEW

Chel-Iron

Brand of Iron Choline Citrate

TRADEMARK

Tablets

Kinney

the physiologic, *chelated* iron that
provides maximum hematinic benefit
without irritation or danger
of toxicity



growing literature reference to iron toxicity¹⁻⁶⁷ indicates need for **IRON UNDER CONTROL**

Cumulative evidence is awakening the medical profession to "the lethal properties of what was once considered a completely innocuous drug."¹² The safety margin between the therapeutic and toxic doses of iron is apparently narrower than has been appreciated, especially in infants and children and other "sensitive" patients.^{11,26,35,48} As few as ten 5-grain ferrous sulfate tablets have proved fatal.^{11,48}

Although the mechanism of iron toxicity is not fully understood, it clearly involves a *breakdown of the regulatory "mucosal block,"* permitting a flooding of the serum with iron in excess of its iron-binding capacity.^{10,20,48,61} The resultant *liver damage* further impairs the body's protective mechanisms through interference with protein synthesis.^{5,7,10,25,41} *Shock* has been attributed to excessive formation and release into the circulation of the vasodepressant material (VDM), ferritin.^{10,20,25} Finally, while local tissue damage has often been noted in cases of iron poisoning, the most important sequelae are believed due to excessive *systemic* absorption with profound metabolic effects, notably acidosis.^{48,49}

Chel-Iron

Brand of Iron Choline Citrate

TRADEMARK

Tablets

**chelated...for maximum hematinic
action as physiologically required**

CHĒL-IRON assures excellent hematopoietic response in iron deficiency anemia. In patients exhibiting anemia of blood loss, average hemoglobin, erythrocyte, and reticulocyte responses proved equal to those from any other iron preparation tested.^a

**chelated...for controlled diffusion of
iron into the general circulation**

Experimental studies^{b,c} have shown that, in contrast to ferrous sulfate and ferrous gluconate, *massive doses* of iron choline citrate (CHĒL-IRON) have rarely caused

elevation of serum iron to toxic levels... a property "evidently dependent upon its chelate nature."^c

**chelated...for optimal toleration
and patient-acceptance**

CHĒL-IRON therapy need not be interrupted because of intolerance, as often occurs with ferrous sulfate.^d CHĒL-IRON *remains in solution* throughout the entire pH range of the small intestine and, because of chelation, does not form irritating precipitates. In a series of nonhospitalized patients receiving 120 mg. of elemental iron as iron choline citrate in a single daily dose *on an empty stomach*, not a single case of constipation, diarrhea, or gastrointestinal discomfort was observed in a total of 2,108 treatment days.^a

Proof of clinical effectiveness

Administration of iron as CHEL-IRON brings rapid, satisfactory improvement in the blood picture, as demonstrated in this typical case.

Proof of rapid iron uptake

The effectiveness of CHEL-IRON is associated with rapid iron uptake *on demand*, as indicated in these clinical comparisons of *serum iron levels* after administration of ferrous sulfate and of CHEL-IRON. Therapeutic levels attained with CHEL-IRON often reach their peak *within two hours* and usually equal or exceed those obtained with ferrous sulfate.



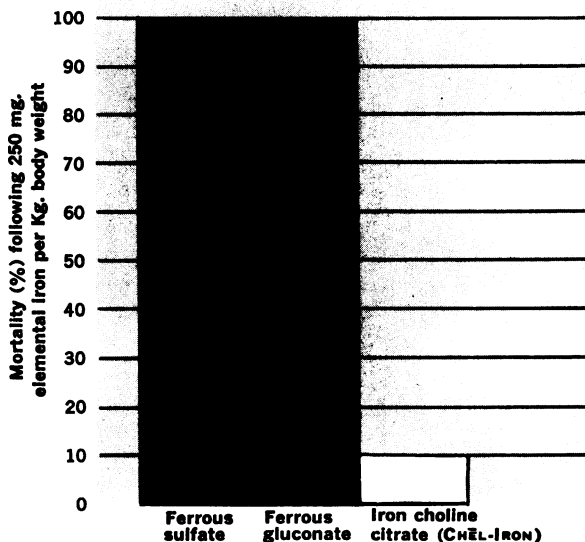
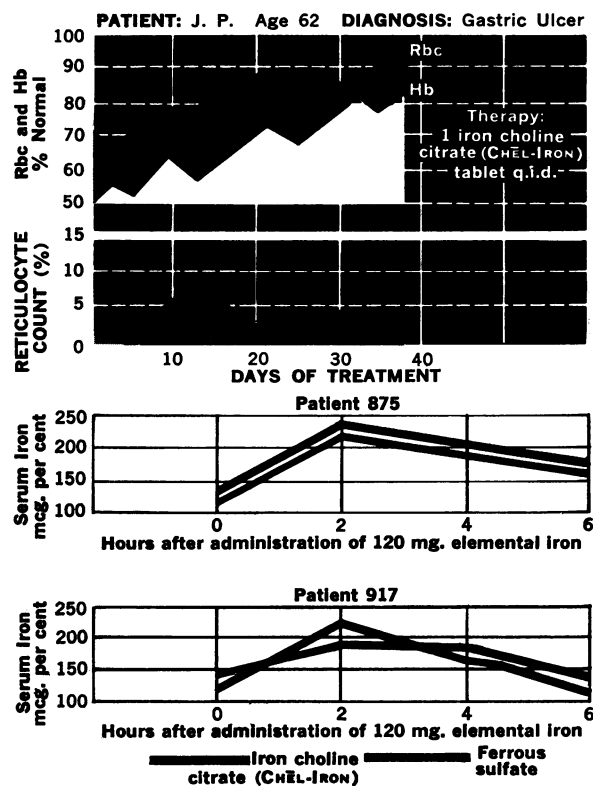
chelated iron for controlled uptake

CHEL-IRON has been proved effective in both mild and severe anemias without the penalty of local irritation—or the more serious threat of systemic poisoning. These properties are the result of the specific chelated form in which CHEL-IRON supplies iron, similar to the manner in which the body binds the metal during normal physiologic processes of absorption, transport, storage, and utilization.

Proof of safety

In comparative animal tests, illustrated here, massive doses of iron caused the death within 4 to 20 hours of *all* animals receiving iron as *ferrous sulfate* or *ferrous gluconate*, whereas 27 out of 30 animals receiving equivalent amounts of *iron choline citrate* (CHEL-IRON) *survived*.

a. Franklin, M.: To be published. b. Rohse, W. G., and Kemp, C. R.: A study of the relative toxicity of iron choline citrate. To be published. c. Idem: Relationships of iron toxicity to serum iron levels. To be published. d. Haler, D.: Brit. M. J. 2:1241, 1952.



NEW...IRON UNDER CONTROL

for maximum hematinic effectiveness without
irritation or danger of toxicity

Chēl-Iron Tablets
Brand of Iron Choline Citrate TRADEMARK
Kinney®

for treatment of iron deficiency anemia

chelated...for maximum hematinic action as physiologically
required

chelated...for controlled diffusion of iron into the general
circulation

chelated...for optimal toleration and patient-acceptance

Each tablet contains: Iron Choline Citrate Complex* 0.33 Gram
Three tablets supply one gram of iron choline citrate equivalent to 120 mg. of elemental iron and 360 mg. of choline base.

Dosage: Adults, 1 or 2 tablets t.i.d. after meals.

Children, 1 tablet t.i.d. after meals.

Supplied: Bottles of 100 tablets.

also available

Chēl-Iron PEDIATRIC DROPS

for prevention and treatment of iron deficiency anemia

Each cc. contains: Iron Choline Citrate Complex 0.133 Gram
Equivalent to 16 mg. of elemental iron and 48 mg. of choline base, in a flavored nonalcoholic, aqueous vehicle. 0.5 cc. provides 8 mg. of iron, the full minimum daily requirement for infants and children up to six years.

Dosage: For *prevention* of iron deficiency anemia in infants and children up to six years, 0.5 cc. daily, as delivered by accompanying graduated dropper. For *therapy* in infants and children up to six years, as determined by physician according to individual need.

Supplied: 30-cc. bottles with graduated dropper.

Chēl-Iron Plus TABLETS

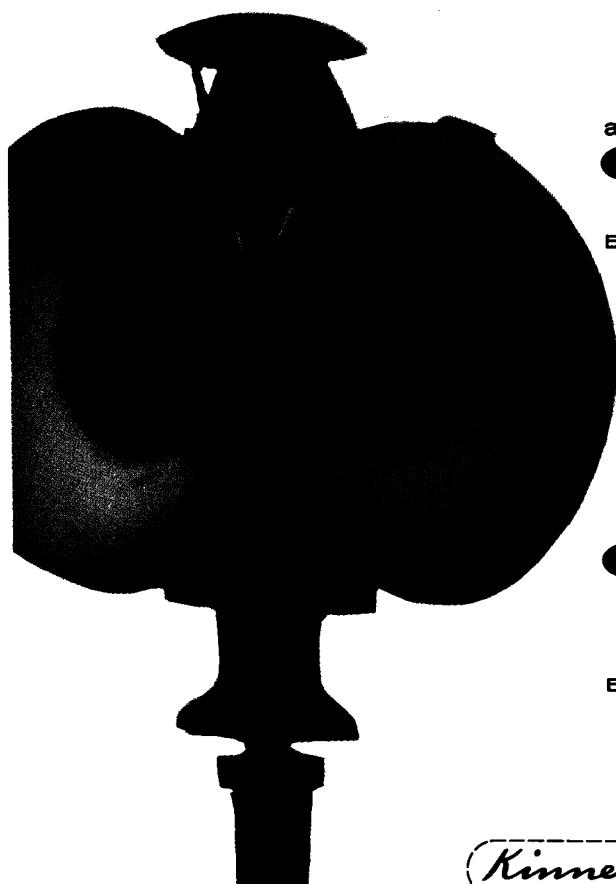
for macrocytic and microcytic anemias. High content of B vitamins, including pyridoxine, makes this formula particularly useful for the pregnant patient

Each CHĒL-IRON Plus Tablet contains:

Iron Choline Citrate	200 mg.
Vitamin B ₁₂ with Intrinsic Factor Concentrate	1/3 U.S.P. Unit (Oral)
Ascorbic Acid	50 mg.
Folic Acid	0.5 mg.
Thiamine Mononitrate	2 mg.
Riboflavin	1 mg.
Pyridoxine Hydrochloride	2 mg.
Niacin	25 mg.
Calcium Pantothenate	5 mg.

Dosage: 1 tablet t.i.d.

Supplied: Bottles of 100 tablets.



Kinney®

KINNEY & COMPANY, INC.
COLUMBUS, INDIANA

*U. S. Pat. 2,575,611

K3706 PRINTED IN U. S. A.

New! Combination Therapy Approach to
faster...more effective...more prolonged
Dramatic Relief in

**RHINITIS..NASOPHARYNGITIS
SINUSITIS..NASAL CONGESTION**

due to upper respiratory infections and allergies

Medihaler-PhenTM

MEASURED-DOSE NASAL NEBULIZATION



Medihaler-Phen is safe...for children, too. Repeated use does not lead to cardiac or nervous stimulation. No systemic effects from any active ingredient. Great penetrability permits small dosage.



Vest pocket size...unbreakable plastic tip easily sterilized...economical...each vial delivers 200 doses...does not lose potency on standing.

Each cc. provides phenylephrine HCl 3.6 mg., neomycin sulfate 1.5 mg. (equivalent to 1.0 mg. of neomycin base), and hydrocortisone 0.6 mg., in 10 cc. leakproof, spillproof vials with metered-dose valve and sterilizable plastic nasal adapter.

- VASOCONSTRICTIVE
- DECONGESTIVE
- ANTI-INFLAMMATORY
- ANTIBACTERIAL

Medihaler-Phen is self-powered, measured-dose, vaporized, tissue-compatible medication for effective relief of all forms of nasal and paranasal congestion. Ingredients are blended, for the first time, with an inert, nontoxic aerosol propellant and are made more effective with a penetrating surfactant. Accurately-measured nebular cloud is gentle but penetrating, avoiding haphazard dosage of sprays, inhalants, and nose drops. Great effectiveness...long lasting...minimal rebound...penetrates "mucous blanket."

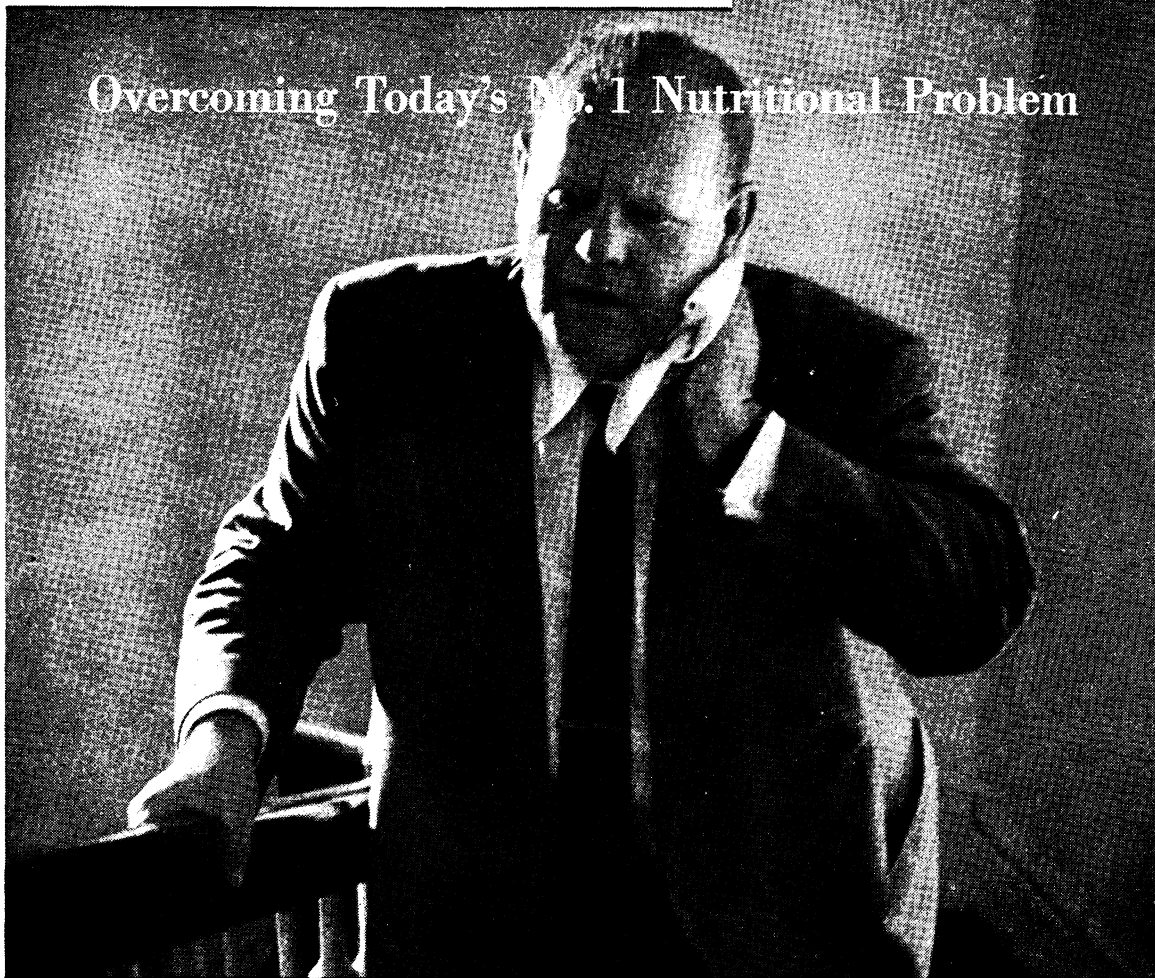
ANOTHER

Riker

FIRST

KNOX PROTEIN PREVIEWS

Overcoming Today's No. 1 Nutritional Problem



Knox "Choice of Foods" Diet Can Help Your CARDIAC Patients Lose Weight Successfully



1. Color-coded diets of 1200, 1600 and 1800 calories are based on nutritionally-sound Food Exchanges.¹
2. Easy-to-use Food Exchanges (referred to in the Knox booklet as Choices) eliminate calorie counting by patient.
3. Diets promote accurate adjustment of caloric levels to the special needs of the patient yet allow each individual considerable latitude in the choice of foods.
4. More than six dozen appetizing, low-calorie recipes are presented on the last 14 pages of each diet booklet.

1. The Food Exchange Lists referred to are based on material in "Meal Planning with Exchange Lists" prepared by Committees of the American Diabetes Association, Inc., and The American Dietetic Association in cooperation with the Chronic Disease Program, Public Health Service, Department of Health, Education and Welfare.

Chas. B. Knox Gelatine Co., Inc.
Professional Service Dept. CB-24
Johnstown, N. Y.



Please send me dozen copies of the new illustrated Knox Reducing booklet based on Food Exchanges.

Your Name and Address

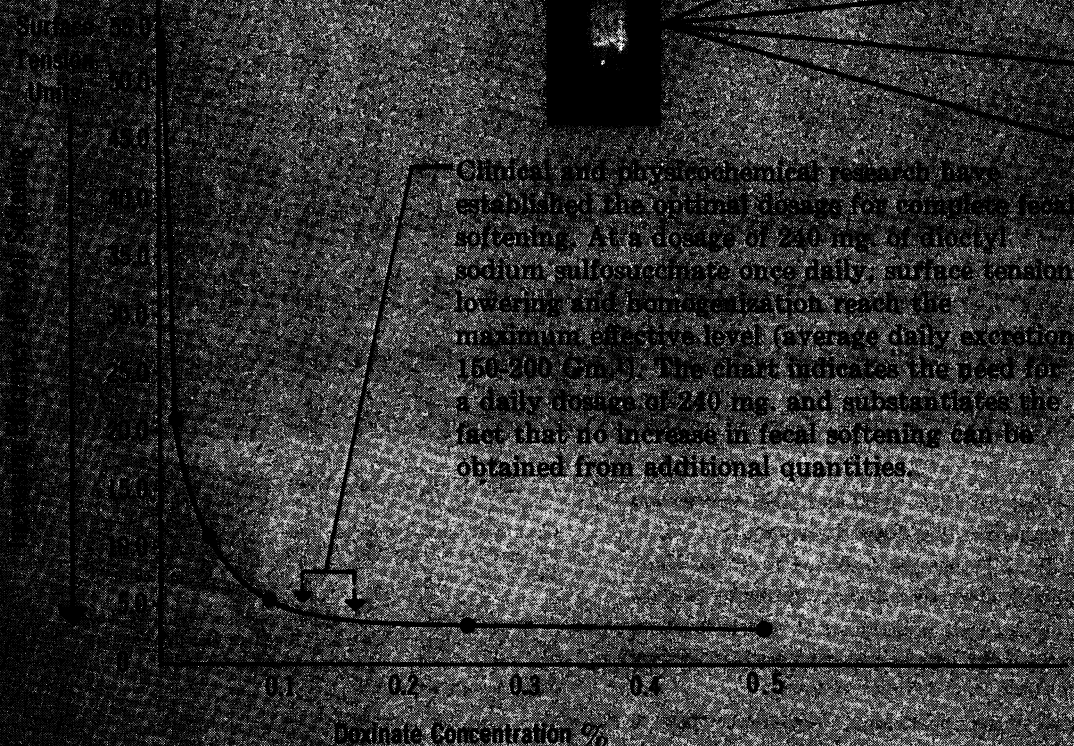
The answer...

DOXINATE®

THE ORIGINAL FECAL SOFTENER

IN CONSTIPATION

Surface Tension
(Dyne/cm)



1. Best & Taylor, The Physiological Basis of Medical Practice, 6th Ed.

to effective fecal softening

240 mg.

— ONE CAPSULE DAILY

provides

— MAXIMUM EFFECTIVENESS

with

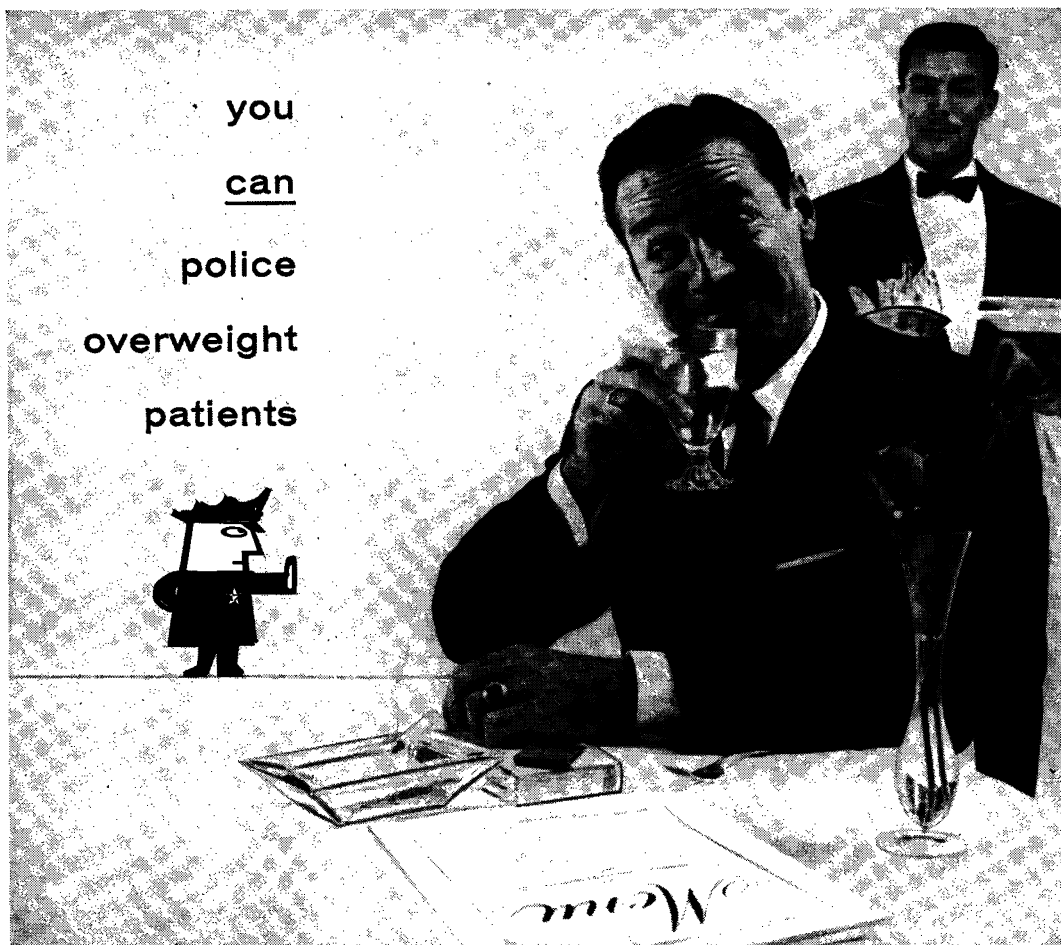
— PATIENT CONVENIENCE

and ECONOMY

In The Interest of Medicine Since 1870

Lloyd

BROTHERS INC., CINCINNATI, OHIO



When a diet sheet with didactic instructions is not enough...

assign REVICAPS to police the appetite of your overweight patients.

REVICAPS safely curb the frustrations and hunger contractions that break dietary discipline during the initial difficult phase of weight reduction.

REVICAPS combine all three accepted adjuncts to healthy weight reduction: d-amphetamine, methylcellulose, vitamins and minerals.

Include REVICAPS in the reducing regimen you prescribe.

Available on Prescription Only

REVICAPS*

accepted
reducing
medication

d-Amphetamine-Methylcellulose-Vitamins and Minerals

Dosage: 1 or 2 capsules $\frac{1}{2}$ to 1 hour before meals.



LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.

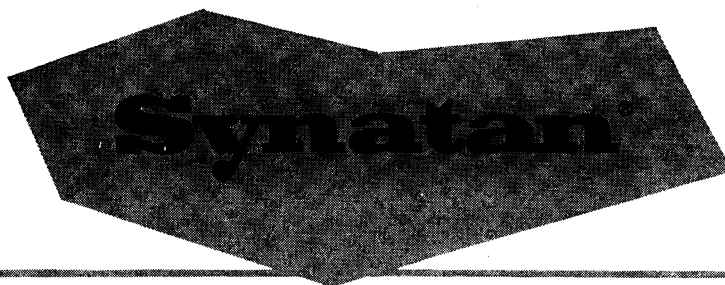
*REG. U. S. PAT. OFF.

Each capsule contains

d-Amphetamine Sulfate5 mg.
Vitamin A1670 U.S.P. Units
Vitamin D167 U.S.P. Units
Thiamine Mononitrate (B_1)1 mg.
Riboflavin (B_2)1 mg.
Niacinamide20 mg.
Calcium Pantothenate0.34 mg.

Pyridoxine HCl (B_6)0.34 mg.
Folic Acid0.34 mg.
Vitamin B_{12} 0.34 mcgm.
Ascorbic Acid (C)20 mg.
Methylcellulose200 mg.
Iron ($FeSO_4$, anhydrous)5.34 mg.
Calcium ($CaHPO_4$)140 mg.
Phosphorus ($CaHPO_4$)108 mg.

Iodine (KI)0.5 mg.
Fluorine (CaF_2)0.1 mg.
Copper (CuO)1 mg.
Potassium (K_2SO_4)5 mg.
Manganese (MnO_2)1 mg.
Zinc (ZnO)0.5 mg.
Magnesium (MgO)1 mg.
Boron ($Na_2B_4O_7$)0.1 mg.



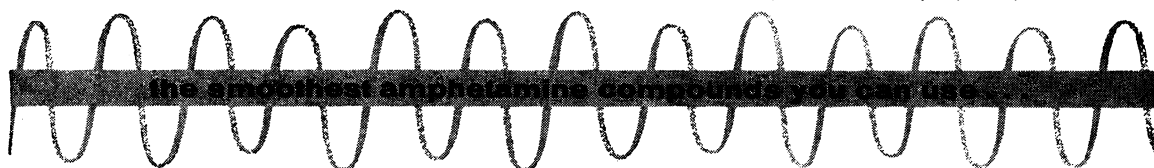
much less CNS overstimulation . . .

less than any other anorexic you're using . . .

**only 3.7% of 699 patients on proper dosage
schedule exhibited CNS overstimulation with
Synatan (*tanphetamin*)***

Synatan

tanphetamin protocolloid complex, Irwin, Niesler



Seco-Synatan™

Synatan with secobarbital

each Synatan tabule contains tanphetamin (dextro-amphetamine tannate) 17.5 mg., equivalent to 5.25 mg. of *d*-amphetamine base.

Seco-Synatan contains Synatan 17.5 mg. and secobarbital 35.0 mg.

dosage: One or two tabules at 10:00 a.m. for all day control.

To serve your patients today—
call your pharmacist for any additional information you may need to help you prescribe Seco-Synatan and Synatan.

For prescription economy, prescribe Synatan and Seco-Synatan in 50's.

*Garrett, T. A.: Clin. Med. 3: 1185 (Dec.) 1956.

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the only state-
approved laboratory

maintained at any bottled water plant in California

STATE OF CALIFORNIA
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APPROVED WATER LABORATORY
Sparkletts Drinking Water Corporation Laboratory

is hereby approved as a non-commercial water
laboratory for the performance of analytical examination as follows:

Complete Bacteriological
Complete Chemical

Issued at Berkeley, October 20, 1954

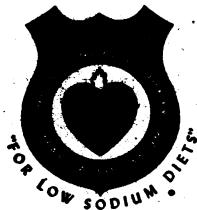
By Howard L. Boddy
Chief, Division of Laboratories

This approval is subject to re-examination
at any time for good cause.

This approval is given for laboratory by
Max Miller VICE PRESIDENT
Max Miller
(Signature)
Charles Connelley
(Checklist signature)

Form LAB-1476 (2-1-52)

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DISTILLED*
WATER

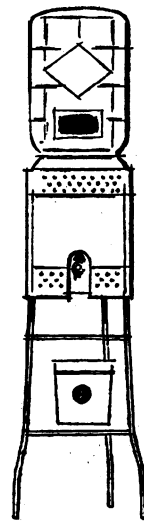


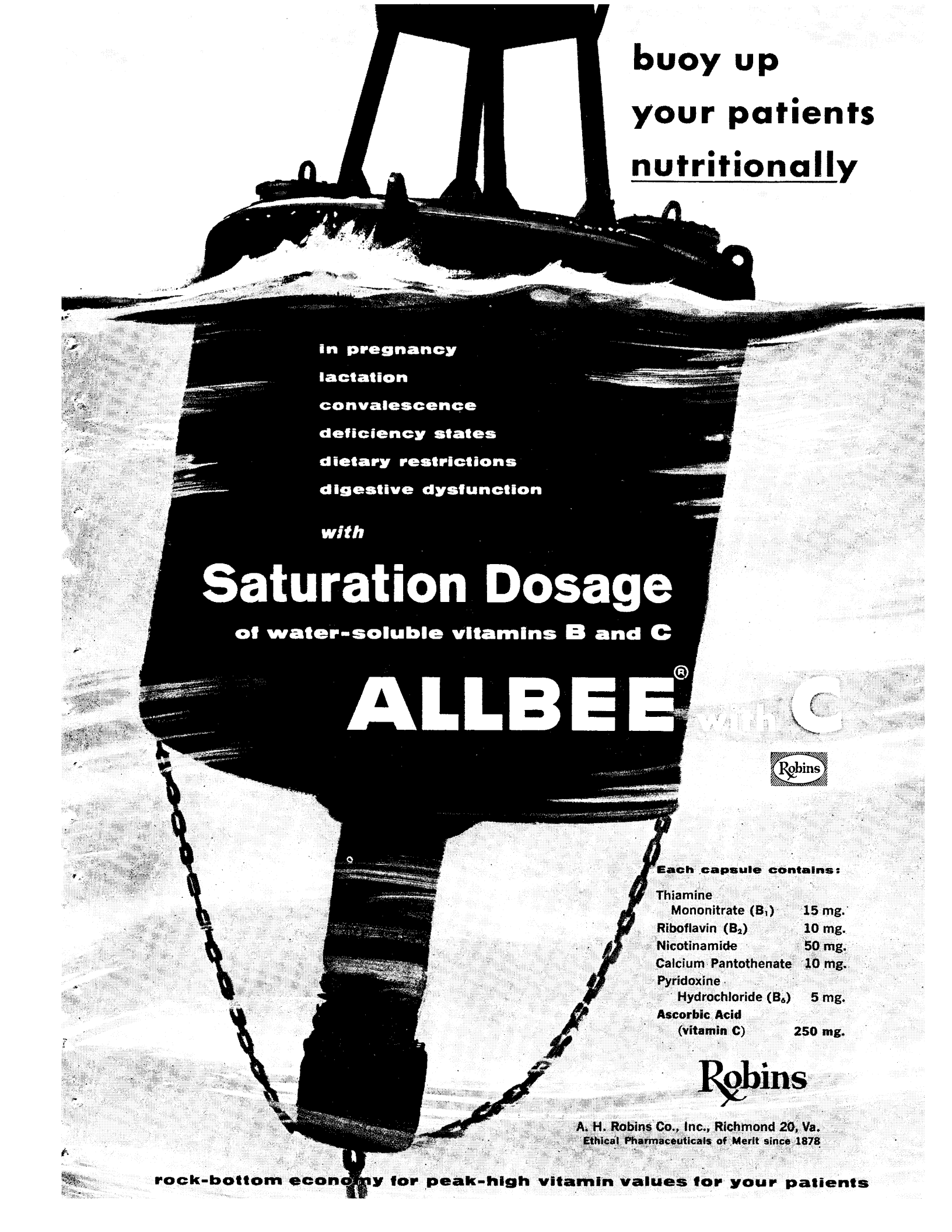
*Recommend Sparkletts—it merits
your confidence.

(Sparkletts Distilled Water—U.S.P. XIV;
Purified Water, U.S.P. XV.)

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Available throughout Southern California





**buoy up
your patients
nutritionally**

**in pregnancy
lactation
convalescence
deficiency states
dietary restrictions
digestive dysfunction**

with

**Saturation Dosage
of water-soluble vitamins B and C**

ALLBEE[®] with C



Each capsule contains:

Thiamine	
Mononitrate (B ₁)	15 mg.
Riboflavin (B ₂)	10 mg.
Nicotinamide	50 mg.
Calcium Pantothenate	10 mg.
Pyridoxine	
Hydrochloride (B ₆)	5 mg.
Ascorbic Acid	
(vitamin C)	250 mg.

Robins

A. H. Robins Co., Inc., Richmond 20, Va.
Ethical Pharmaceuticals of Merit since 1878

rock-bottom economy for peak-high vitamin values for your patients



You can't get blood
out of a turnip

...AND YOU CAN'T BUILD BLOOD WITHOUT AMINO NITROGEN

Boyle's new potent Glytanic contains glycine
(aminoacetic acid) to supply amino nitrogen.

Glycine is combined with ferrous gluconate, the
readily absorbable form of iron, for better absorption
of iron and better utilization of iron in building
hemoglobin. Patient tests show rapid hemoglobin rise,
and exceptional tolerance, with no iron aftertaste.

new GLYTINIC

supplies 100 mg. of ferrous iron in the daily dose
of only 2 tablespoonfuls of liquid or 4 tablets.

Available in liquid or tablet form at all pharmacies.



BOYLE & COMPANY • Los Angeles 54, California

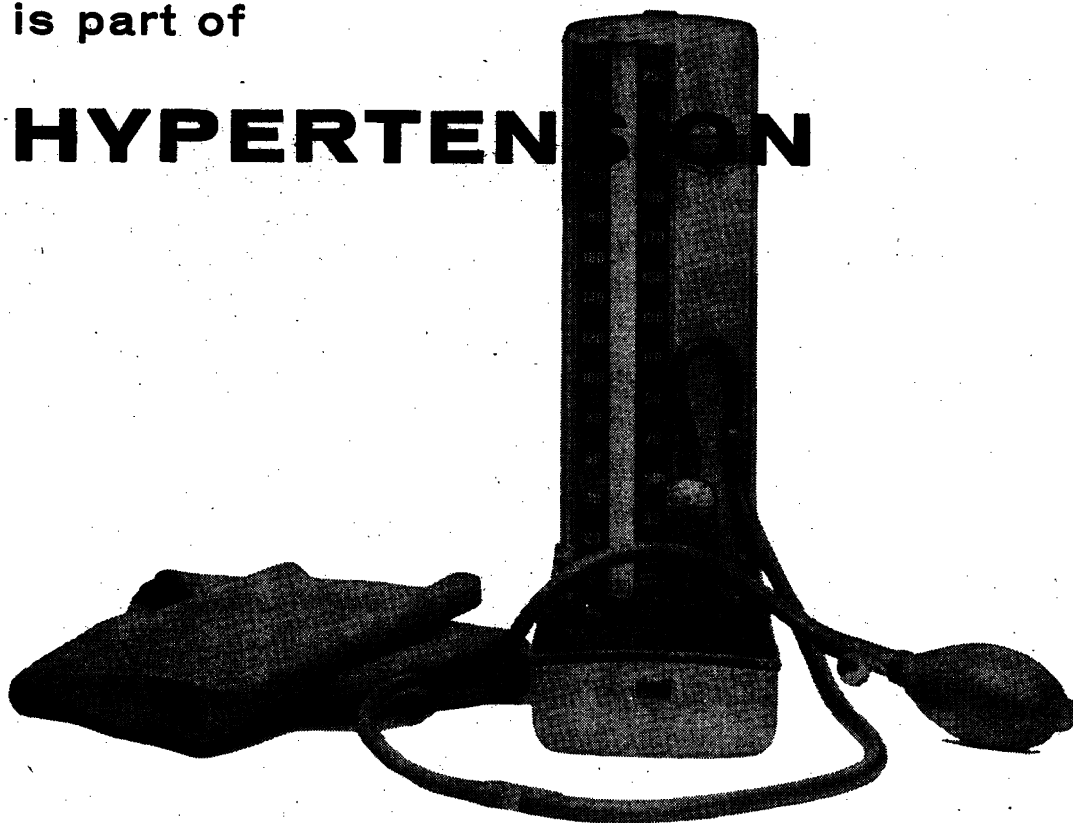
Daily dose of 2 tablespoonfuls or 4 tablets of Glytanic contain: Ferrous Gluconate, 13.5 gr.; Aminoacetic Acid, 1.3 Gm.; Vitamin B-12, 10.0 mcgm.; Thiamine HCl, 7.5 mg.; Riboflavin, 7.5 mg.; Pyridoxime HCl, 2.25 mg.; Niacinamide, 45.0 mg.; Panthenol, 6.5 mg.; Liver Fraction NF, 5.0 gr.; Cobalt, 0.05 mg.; Manganese, 5.0 mg.

... part of every illness

ANXIETY

is part of

HYPERTENSION



Equanil[®]

MEPROBAMATE

(2-methyl-2-n-propyl-1,3-propanediol dicarbamate)

Licensed under U.S. Pat. No. 2,724,720

anti-anxiety factor with muscle-relaxing action

*In every patient . . .
a valuable adjunct
to the customary therapy*

Supplied: Tablets, 400 mg., bottles of 50.
Usual Dose: 1 tablet, t.i.d.



Philadelphia 1, Pa.

...standing utility"¹
...vant therapy
...the

RHEUMATIC DISORDERS



Response to Meprobamate Therapy:¹

Disease	Patients	Percentage Benefited
Rheumatoid spondylitis	21	90.4
Fibrositis	20	85.0
Cervical root syndrome	27	85.2
Rheumatoid arthritis, mild	17	76.5
Torticollis	5	80.0

"Meprobamate [EQUANIL] has an outstanding utility in the rheumatic diseases where fibrositis is a predominant feature. It is capable of relieving the symptom of stiffness and thereby much or all of the pain. . . ."¹ In addition to relaxing the skeletal muscles, EQUANIL relieves emotional tension and promotes restful sleep.

Supplied: Tablets, 400 mg., bottles of 50.
Usual Dose: 1 tablet, t.i.d.

1. Smith, R.T., et al.: Paper read before
Section on General Practice, Annual Meet-
ing, A.M.A., June 13, 1956.

relaxes mind and muscle



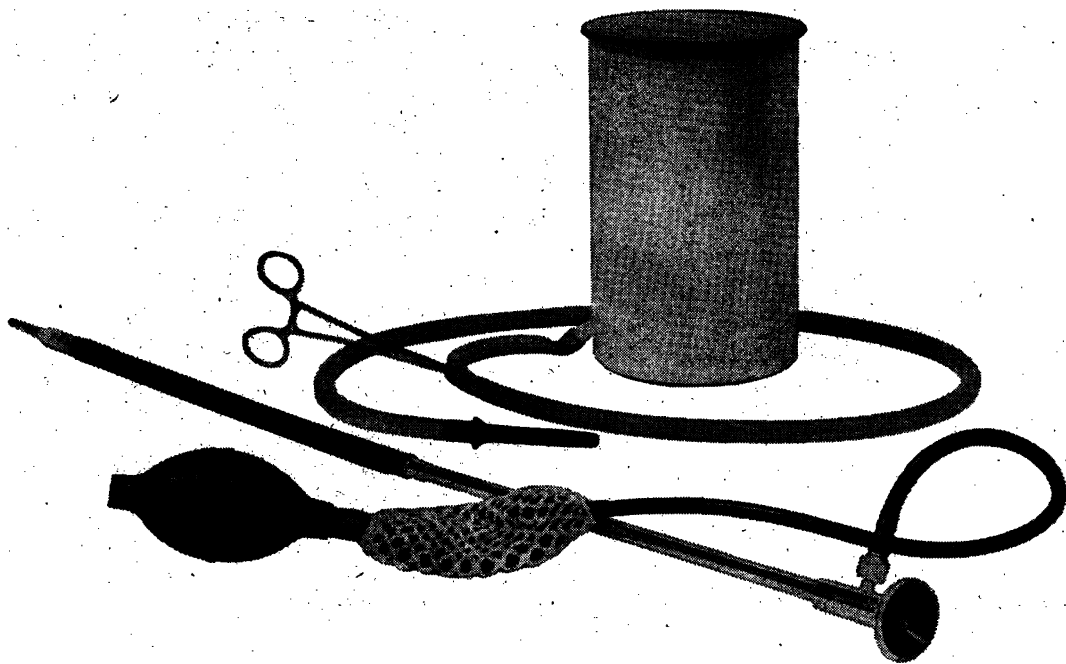
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... part of *every illness*

ANXIETY

is part of

GASTROINTESTINAL DISORDERS



*In every patient . . .
a valuable adjunct
to the customary therapy*

Supplied: Tablets, 400 mg., bottles of 50.
Usual Dose: 1 tablet, t.i.d.



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Equanil^{*}

MEPROBAMATE

(2-methyl-2-n-propyl-1,3-propanediol dicarbamate)

Licensed under U.S. Patent No. 2,724,720

anti-anxiety factor with muscle-relaxing action

... part of every illness

ANXIETY

is a source of

HYPOCHONDRIASIS



EQUANIL

MEPROBAMATE
(2-methyl-2-n-propyl-1,3-propanediol dicarbamate)
Licensed under U.S. Pat. No. 2,724,720

*"Many neglected anxiety neurotics become a medical and social burden. Confirmed hypochondriacs fill our offices and clinics clamoring for intervention by the doctor.... They create instability and unhappiness at home and communicate their own anxiety to their intimates."*¹

Hypochondriasis is a manifestation of emotional unrest. EQUANIL relieves the patient's anxiety, lessens his muscular tension, encourages restful sleep², providing an improved attitude and wholesome rapport.

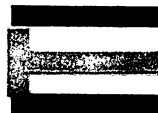
Supplied: Tablets, 400 mg., bottles of 50.

Usual Dose: 1 tablet, t.i.d.

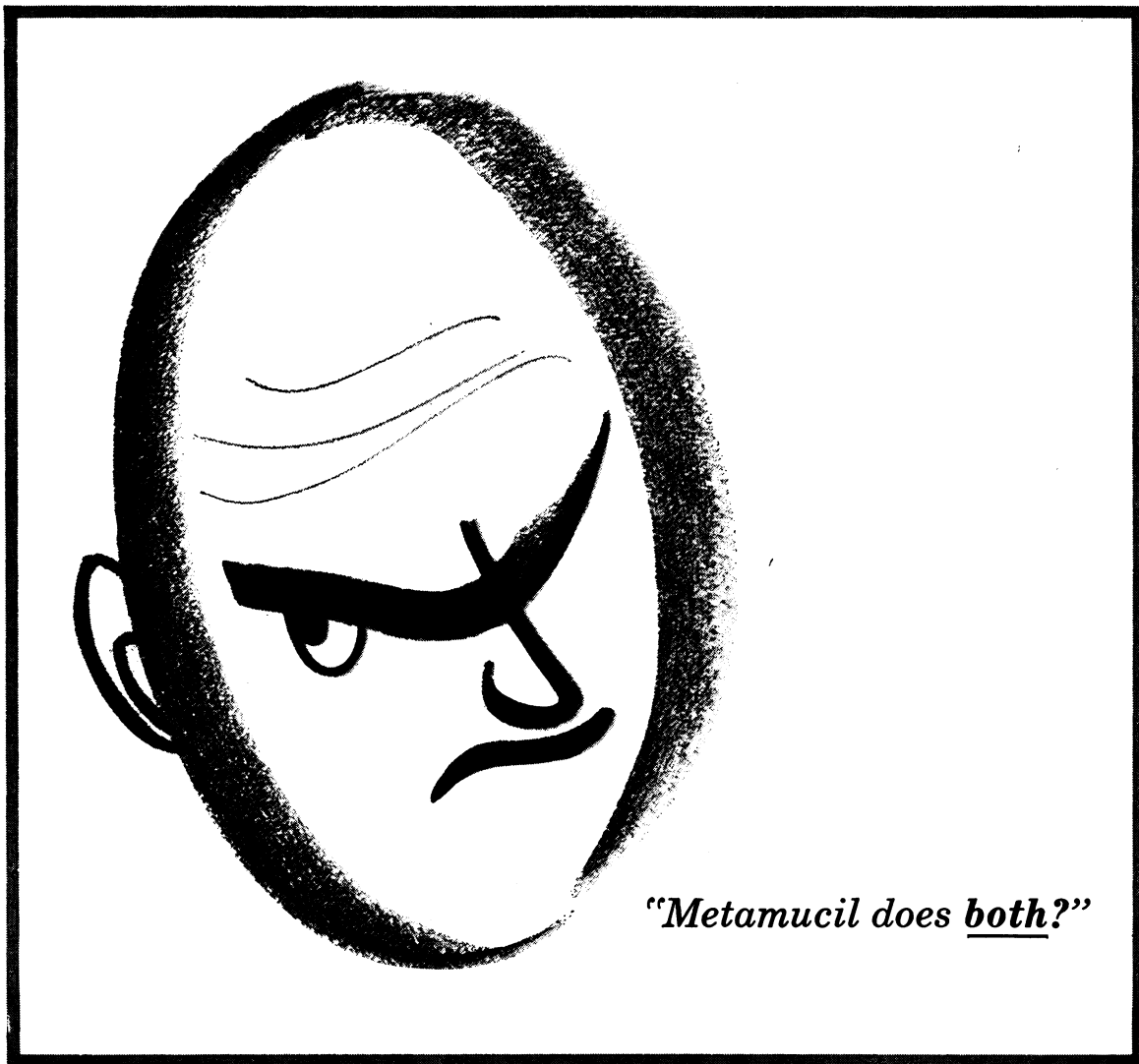
1. Braceland, F.J.: Texas State J. Med. 51. 299 (June) 1955.

2. Lemere, F.: Northwest Med. 54:1098 (Oct.) 1955.

anti-anxiety factor with muscle-relaxing action



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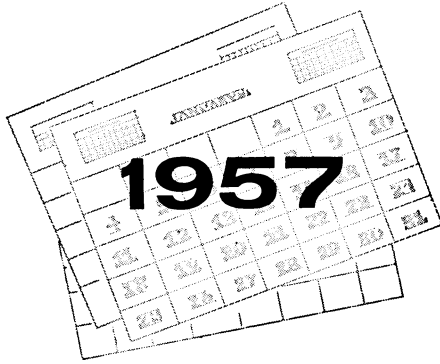
"Metamucil does both?"

Metamucil stimulates normal
peristalsis *and* produces soft, easy stools.

"Smoothage" management with
Metamucil may be continued indefinitely,
without the use of irritant laxatives,
in every type of constipation.

METAMUCIL[®] **SEARLE**

psyllium hydrophilic mucilloid with dextrose



for faster and higher
initial tetracycline blood levels

now...the new phosphate complex of tetracycline

SUMYCIN

Squibb Tetracycline Phosphate Complex

the broad **clinical** spectrum of SUMYCIN against pathogenic organisms

Gram Negative Bacteria							Gram Positive Bacteria						
Large Viruses	Rickettsias	Proteus	Shigella	Salmonella	Coliforms	Hemophilus	Neisseria	Streptococci	Staphylococci	Pneumococci	Spirochetes	Endamoeba histolytica	Actinomyces

SUMYCIN

the new **phosphate complex** of tetracycline

SUMYCIN

a **single** antibacterial antibiotic

SUMYCIN

a **well tolerated** antibiotic

SUMYCIN

a **true** broad spectrum antibiotic

Minimum adult dose: 1 capsule q.i.d.

Each Sumycin capsule contains the equivalent of 250 mg. tetracycline hydrochloride.

Bottles of 16 and 100.

SQUIBB



Squibb Quality—the Priceless Ingredient

'SUMYCIN' IS A SQUIBB TRADEMARK

perhaps the safest ataraxic known . . .

PEACE OF MIND

ATARAX[®]

(brand of hydroxyzine)

Tablets-Syrup

safety highlighted in every clinical report.

Depending on the condition treated, the effectiveness of ATARAX has ranged from 80 to 94%. But clinicians have agreed unanimously on its safety. After more than 85,000,000 doses — many on long-term administration at high dosage — no evidence of addiction, blood dyscrasias, parkinsonian effect, liver damage, depression or other serious side effects have been reported.

calms tense patients.

ATARAX produces its calming, peace-of-mind effect without disturbing mental alertness. In the tension/anxiety conditions for which it is intended, you will find ATARAX effective in about 9 of every 10 patients.

prescribe ATARAX as follows:

Adults: usually one 25 mg. tablet, or two tsp. Syrup, three times daily.

Children: (over 8 years): usually one 10 mg. tablet, or one tsp. Syrup, twice daily.

Supplied: Tablets, tiny 10 mg. (orange) and 25 mg. (green), bottles of 100. Syrup, 10 mg. per tsp., pint bottles.

Since response varies from patient to patient, dosage should be adjusted accordingly. Prescription only.



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an important
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in the care
of the
infant's skin

DESITIN[®] OINTMENT



No other product is more effective in healing the baby's skin and keeping it clear, smooth, supple, and free from

**diaper rash • dermatitis • intertrigo
heat rash • chafing • irritation • excoriation**

Soothing, protective, healing¹⁻⁵ Desitin Ointment — *rich in cod liver oil* — is the most widely used ethical specialty for the over-all care of the infant's skin.

May we send *samples* and literature?

DESITIN CHEMICAL COMPANY, Providence, R. I.

1. Grayzel, H. G., Heimer, C. B., and Grayzel, R. W.: New York St. J. Med. 53:2233, 1953. 2. Heimer, C. B., Grayzel, H. G., and Kramer, B.: Archives of Pediatrics 68:382, 1951. 3. Behrman, H. T., Combes, F. C., Bobroff, A., and Leviticus, R.: Ind. Med. & Surgery 18:512, 1949. 4. Sobel, A. E.: Scientific Exhibit, A.M.A. Meet. 1955. 5. Marks, M. M.: Missouri Med. 52:187, 1955.



Tubes of 1 oz.,
2 oz., 4 oz., and
1 lb. jars.

Desitin Ointment contains Norwegian cod liver oil, zinc oxide, talcum, petrolatum, and lanolin.

Meratran . . . a unique central
motivant with demonstrated subcortical
activity . . . *subtly* **restores** your
emotionally tired and **depressed**
patients to their usual levels of alertness,
interest and productivity.¹ In doses easily ad-
justed to the needs of your **patients**,
its onset of action is subtle and prompt,
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Dose: (Initially) 2 mg. Meratran t.i.d. Reduce to mini-
mum patient requirements. / 1. Fabing, H.D.: Dis. Nerv.
Sys., 1:10-15, (January) 1955. 2. Antos, R.J.: Arizona
Med., 11:397-9, (November) 1954. 3. Levy, S.: North-
west Med., 53:1233-6, (December) 1954. MERATRAN®

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When the contents of Pandora's Box were released,
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 faced with a veritable Pandora's Box of discomforts,
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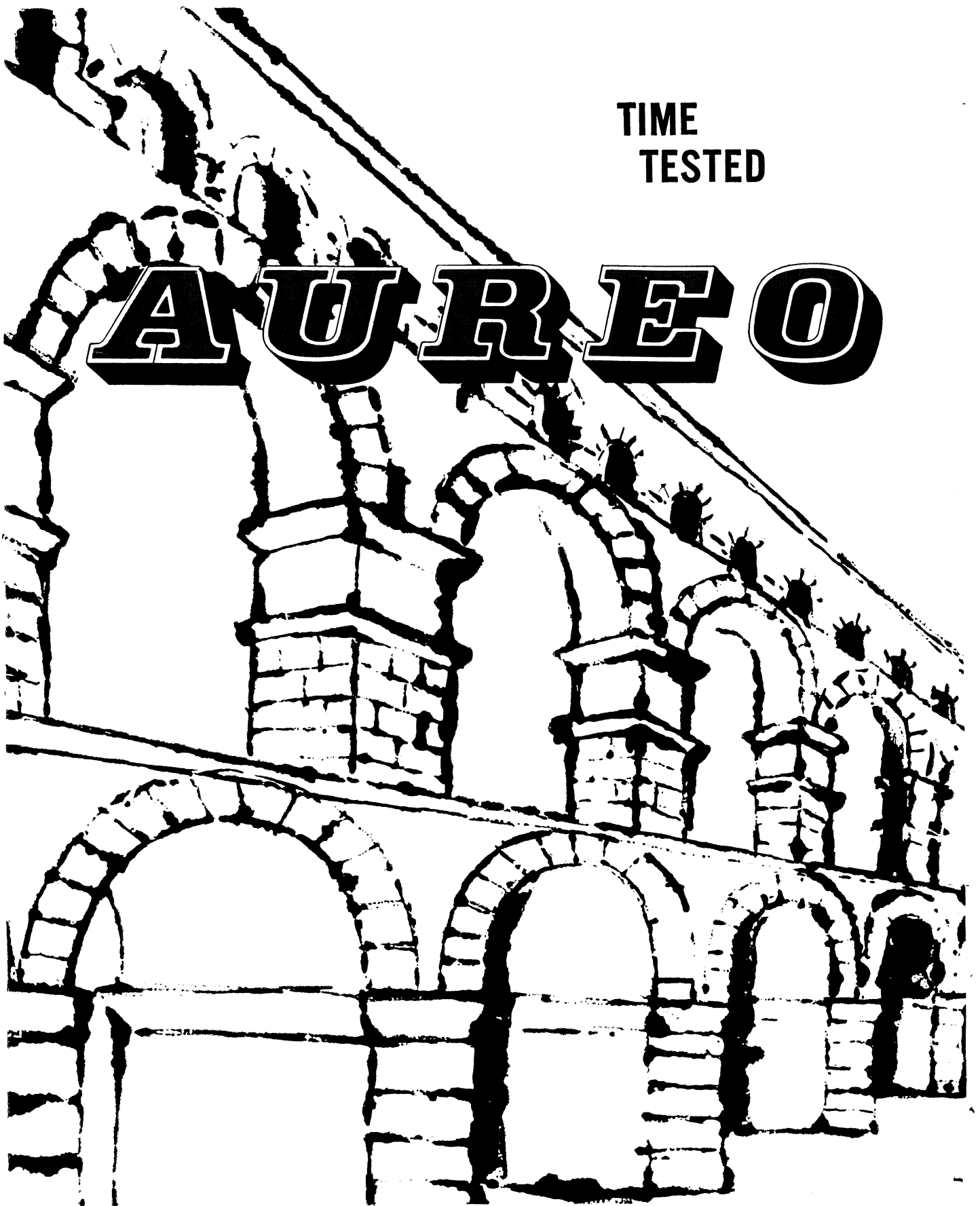
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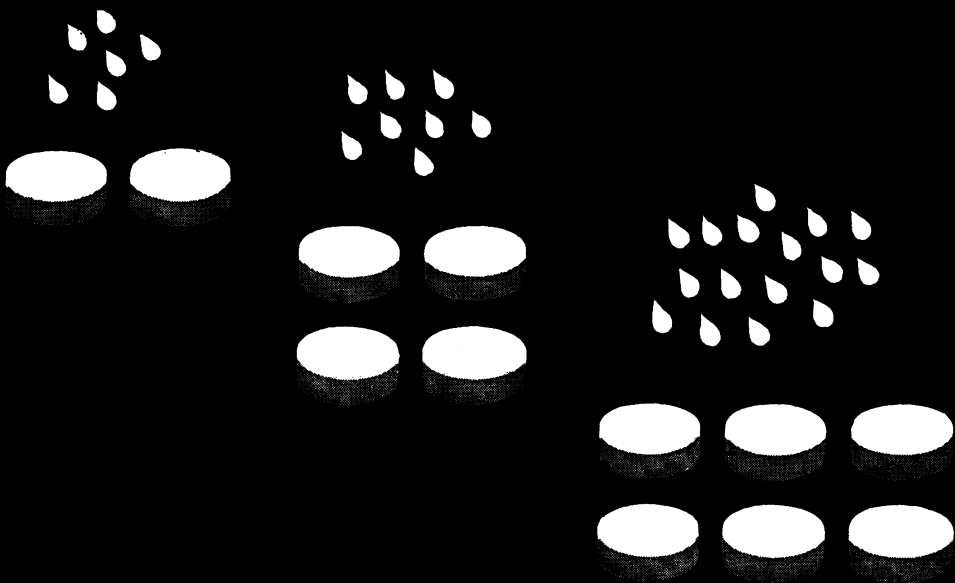
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to meet the needs of each
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YOUR PATIENT NEEDS AN ORGANOMERCURIAL

Diuresis produced by "therapeutic" acidosis is limited by fixed-dosage, once-a-day schedules, or every-other-day administration, to avoid refractoriness.

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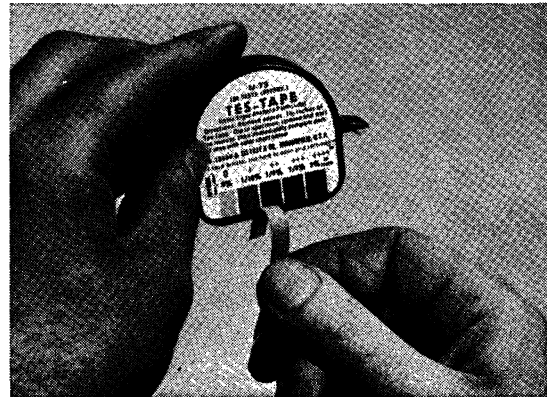
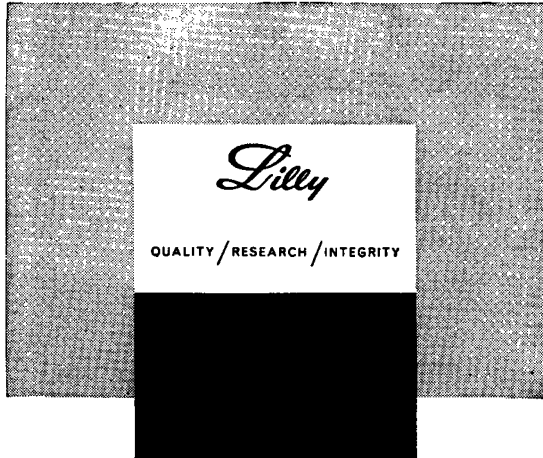
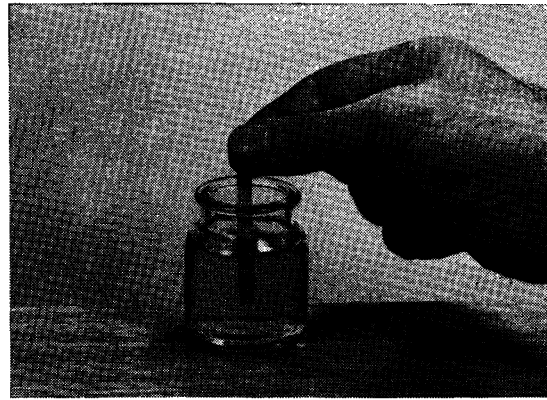
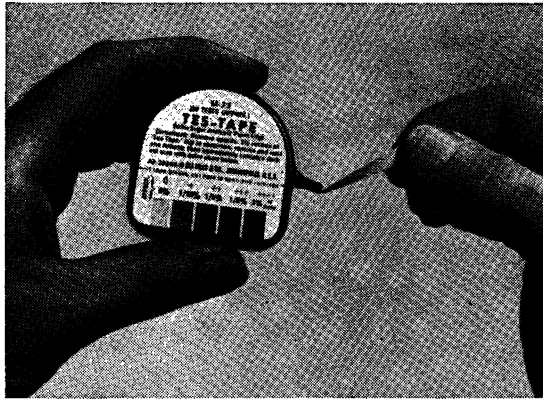
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'Tes-Tape' is both qualitative and quantitative. Its selective action prevents false positive reactions; assures clinical accuracy. Patients also welcome the convenience, simplicity, and accuracy of 'Tes-Tape.'

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POSTGRADUATE EDUCATION NOTICES

THIS BULLETIN of the dates of postgraduate education programs and the meetings of various medical organizations in California is supplied by the Committee on Postgraduate Activities of the California Medical Association. In order that they may be listed here, please send communications relating to your future medical or surgical programs to: Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 South Hill Street, Los Angeles 13.

UNIVERSITY OF CALIFORNIA AT LOS ANGELES

Inhalation Therapy. Wednesday, April 24. Six hours. Fee: \$17.50.

Dissection of Extremities. Mondays, April 29 through June 10. Seventeen hours. Fee: \$125.00.

Problems of the Newborn. June 13 to 15. Fifteen hours. Fee: \$60.00.

Techniques of Hypnosis. Monday, Tuesday and Wednesday morning, June 24, 25 and 26. Fifteen hours. Fee: \$60.00.

Advanced Techniques and Application of Hypnosis. Wednesday afternoon, Thursday and Friday, June 26, 27, 28. Fifteen hours. Fee: \$100.00.

Contact: Thomas H. Sternberg, M.D., Assistant Dean for Postgraduate Medical Education, U.C.L.A., Los Angeles 24. BRadshaw 2-8911, Ext. 202.

UNIVERSITY OF CALIFORNIA, SAN FRANCISCO

Fundamental Principles of Radioactivity and the Diagnostic and Therapeutic Uses of Radioisotopes. Two or three month course limited to one enrollee per month. Tuition: \$250.00 per month.

Medical Ophthalmology and Ophthalmoscopy. Thursday and Friday, May 16 and 17. Fourteen hours. Fee: \$60.00.

Arthritis and Rheumatic Diseases. Thursday and Friday, May 16 and 17.*

Ear, Nose, Throat, Clinics and Seminars. Friday and Saturday, May 24 and 25.*

Pediatrics. June 11 to 14.*

Contact: Seymour M. Farber, M.D., Head, Postgraduate Instruction, Office of Medical Extension, University of California Medical Center, San Francisco 22. MOntrorse 4-3600, Ext. 665.

STANFORD UNIVERSITY SCHOOL OF MEDICINE

Morning Clinical Conferences, each Monday, Room 515. **Contact:** D. H. Pischel, M.D., Professor, Division of Ophthalmology, Stanford University School of Medicine, 2398 Sacramento St., San Francisco 15.

*Hours and Fees to be announced.

UNIVERSITY OF SOUTHERN CALIFORNIA, LOS ANGELES

Home Course in Electrocardiography. Physicians may register at any time and receive all 52 issues. Fifty-two weeks. Fee: \$100.00.

Cardiac Resuscitation. Sponsored by the Los Angeles County Heart Association each Wednesday throughout the year, 4 to 6 p.m. Residents admitted without fee. Tuition for all other physicians: \$30.00. (Each session all-inclusive.)

Contact: Phil R. Manning, M.D., Director, Postgraduate Division, University of Southern California School of Medicine, 2025 Zonal Avenue, Los Angeles 33. CApiTal 5-1511.

COLLEGE OF MEDICAL EVANGELISTS

Thoracic Surgery. Wednesdays, April 24 through May 15, 1957. Eight hours.

Contact: Chairman, Section on Graduate and Postgraduate Medicine, College of Medical Evangelists, 1720 Brooklyn Ave., Los Angeles 33. ANgelus 9-9131, Ext. 205.

CALIFORNIA MEDICAL ASSOCIATION POSTGRADUATE COURSES

AUDIO DIGEST FOUNDATION, a nonprofit subsidiary of the C.M.A., now offers (on a subscription basis) a series of hour-long tape recordings designed to keep the physician abreast of current happenings in his particular field. Composed of practice-useful abstracts from 600 leading journals, with short lectures and editorial comments from prominent physicians, Audio Digest offers programs covering general practice, surgery, internal medicine, obstetrics and gynecology, and pediatrics.

Contact: Claron L. Oakley, editor, 1919 Wilshire Blvd., Los Angeles 57.

POSTGRADUATE INSTITUTES, 1957

SACRAMENTO VALLEY COUNTIES in cooperation with College of Medical Evangelists, June 19 to 21, 1957, Tahoe Tavern, Lake Tahoe. Chairman: C. M. Blumenfeld, M.D., 4700 Parkridge Road, Sacramento.

Contact: The chairman listed above, or Mrs. Margaret H. Griffith, Director, Postgraduate Activities, California Medical Association, 417 So. Hill Street, Los Angeles 13. MadisOn 6-0683.

Medical Dates Bulletin

APRIL MEETINGS

SAN FRANCISCO HEART ASSOCIATION Nurses Institute on the Care of the Cardiac Patient, April 17 and 18, 8:30 a.m. to 5 p.m., San Francisco. **Contact:** Mr. Lawrence Kramer, Executive Director, San Francisco Heart Association, 604 Mission Street, San Francisco, or telephone: YUkon 2-5753.

CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for San Luis Obispo County Medical Society, April 20.[§]

[§]**Contact:** Walter E. Barchelder, M.D., Medical Director, Cancer Commission, Suite 816, 450 Sutter St., San Francisco.

[‡]**Contact:** Major Max E. Knickerbocker, MSC, Chief of Education and Training Branch, Letterman Army Hospital, San Francisco.

LETTERMAN ARMY HOSPITAL "Oral Surgery," 8 a.m. to 4:30 p.m., April 22 to 26.†

St. Mary's Hospital, San Francisco, Annual Staff Day. Hospital Auditorium, April 24, 9 a.m. to 4 p.m. Guest speakers: Alexander Brunschwig, M.D., New York; James W. Colbert, M.D., St. Louis; Edward G. Biglieri, M.D., Maryland. Memorial Dinner at St. Francis Hotel, 6 p.m. Fee: \$20.00, includes lunch and dinner. *Contact:* Frank A. Solomon, Jr., M.D., St. Mary's Hospital.

CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Merced County Medical Society, April 25.‡

CALIFORNIA CHAPTER, AMERICAN COLLEGE OF CHEST PHYSICIANS Annual Meeting, Ambassador Hotel, Los Angeles, Saturday, April 27. *Contact:* Marvin Harris, M.D., president, 6317 Wilshire Blvd., Los Angeles.

CALIFORNIA MEDICAL ASSOCIATION Annual Meeting, Ambassador Hotel, Los Angeles, April 28 to May 1. *Contact:* John Hunton, executive secretary, 450 Sutter St., San Francisco 8, or Ed Clancy, director of Public Relations, 417 S. Hill St., Los Angeles 13.

MAY MEETINGS

CALIFORNIA CONFERENCE OF LOCAL HEALTH OFFICERS. Auditorium, State Building, 217 West First Street, Los Angeles, May 2 and 3. *Contact:* Donald G. Davy, M.D., State Dept. of Public Health, 2151 Berkeley Way, Berkeley.

CANCER COMMISSION, CALIFORNIA MEDICAL ASSOCIATION, Cancer Conference for Napa County Medical Society, May 8.§

NEVADA CHAPTER, AMERICAN ACADEMY OF GENERAL PRACTICE Annual State Meeting, Riverside Hotel, Reno, Nevada, May 10 to 11. *Contact:* Robert F. Biglin, M.D., chairman, 1338 S. Virginia St., Reno.

CALIFORNIA HEART ASSOCIATION Annual Meeting Lafayette Hotel, San Diego, May 17, 18, and 19. *Contact:* J. Keith Thwaites, executive director, California Heart Association, 1428 Bush Street, San Francisco.

WESTERN BRANCH, AMERICAN PUBLIC HEALTH ASSOCIATION annual meeting, Lafayette Hotel, Long Beach, May 29 and June 1. *Contact:* Mrs. L. Amy Darter, Secretary-Treasurer, State Dept. Public Health, 2151 Berkeley Way, Berkeley.

JUNE MEETINGS

CHILDREN'S HOSPITAL OF THE EAST BAY Pediatric Seminar and Clifford Sweet Lectures, June 7 to 8. Guest lecturer: Sydney S. Gellis, M.D., Boston. *Contact:* James Dennis, M.D., medical director, 5105 Dover St., Oakland 9.

STATE BOARD OF MEDICAL EXAMINERS Oral Examination, San Francisco, June 15.*

IDAHO STATE MEDICAL ASSOCIATION 65th Annual Meeting, Sun Valley, June 16 to 19. *Contact:* Mr. Armand L. Bird, executive secretary, 364 Sanna Bldg., Boise, Idaho.

STATE BOARD OF MEDICAL EXAMINERS Written Examination, San Francisco, June 17 to 20.

WYOMING STATE MEDICAL SOCIETY ROCKY MOUNTAIN MEDICAL CONFERENCE Annual Joint Meeting, Jackson Lake Lodge, Moran, Wyoming, June 16 to 19. *Contact:* H. L. Harvey, M.D., Casper, Wyoming.

SUMMER AND FALL MEETINGS, 1957

COLORADO DIVISION, CANCER SOCIETY ROCKY MOUNTAIN Cancer Conference, 9 a.m., July 10 and 11, Shirley-Savoy Hotel, Denver. *Contact:* John S. Bouslog, M.D., Chairman, 835 Republic Bldg., Denver 2.

STATE BOARD OF MEDICAL EXAMINERS Oral Examination, Los Angeles, August 17.*

STATE BOARD OF MEDICAL EXAMINERS Written Examination, Los Angeles, August 19 to 22.

UTAH STATE MEDICAL ASSOCIATION Annual Scientific Session, September 5 to 7, Hotel Utah, Salt Lake City, Utah. *Contact:* Harold Bowman, 42 South Fifth Street, Salt Lake City.

SAINT JOHN'S HOSPITAL Annual Postgraduate Assembly, September 12 to 14, Saint John's Hospital, Santa Monica. *Contact:* John C. Eagan, M.D., director, Postgraduate Assembly, 22nd Street at Santa Monica Blvd., Santa Monica.

WASHINGTON STATE MEDICAL ASSOCIATION Annual Meeting, Olympic Hotel, Seattle, Washington, September 15 to 18. *Contact:* Mr. Ralph W. Neill, executive secretary, 1309 Seventh Ave., Seattle, Washington.

SAN DIEGO COUNTY GENERAL HOSPITAL 11th Annual Postgraduate Assembly, September 18 to 19. Reception for all registrants, 5:00 to 7:00 p.m., September 18. *Contact:* Haddon A. Peck, Jr., M.D., 525 Hawthorne St., San Diego.

NEVADA STATE MEDICAL ASSOCIATION Annual Meeting, Las Vegas, September 25 to 28. *Contact:* Nelson B. Neff, executive secretary, P. O. Box 188, Reno.

SAN FRANCISCO HEART ASSOCIATION 28th Annual Postgraduate Symposium on Heart Disease, October 2 to 4, St. Francis Hotel, San Francisco. *Contact:* Lawrence I. Kramer, Jr., executive director, 604 Mission St., San Francisco.

FIRST WESTERN INDUSTRIAL HEALTH CONFERENCE, Biltmore Hotel, Los Angeles. October 4 to 6. *Contact:* E. J. Zaik, M.D., secretary, Western Industrial Medical Association, 740 South Olive Street, Los Angeles 14.

SAN DIEGO COUNTY HEART ASSOCIATION Seventh Annual Professional Symposium on Heart Disease. U. S. Naval Hospital, San Diego, October 8. *Contact:* O. Martin Avison, executive director, San Diego County Heart Association, 1651 Fourth Ave., San Diego.

LOS ANGELES COUNTY HEART ASSOCIATION 27th Annual Symposium on Heart Disease, Wilshire-Ebell Theatre, 4401 W. Eighth St., Los Angeles, October 9-10. *Contact:* Walter S. Thompson, Jr., M.D., chairman, 660 S. Western Ave., Los Angeles.

CALIFORNIA SOCIETY OF INTERNAL MEDICINE Annual Meeting, October 25 to 27, El Mirador, Palm Springs. *Contact:* Mrs. Mildred B. Coleman, assistant secretary, 350 Post St., San Francisco 8.

CALIFORNIA ACADEMY OF GENERAL PRACTICE Ninth Annual Scientific Assembly, November 3 to 6, Hotel Statler, Los Angeles. *Contact:* William W. Rogers, executive secretary, 461 Market Street, San Francisco.

*NOTE: In regard to the dates of oral examinations, applicants are requested NOT to arrange to come to an oral examination until they receive a notice of the action of the Credentials Committee advising them of the time and place to appear.



“Simple vomiting of pregnancy occurs in about 50 per cent of all pregnant women.

“... the patients who vomit upon the change of position respond well to Dramamine when given in doses of 50 mg. three times daily.”

Slovin, I.:
The Early Toxemias
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M. J. 25:48 (Feb.) 1953.

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REFERENCES

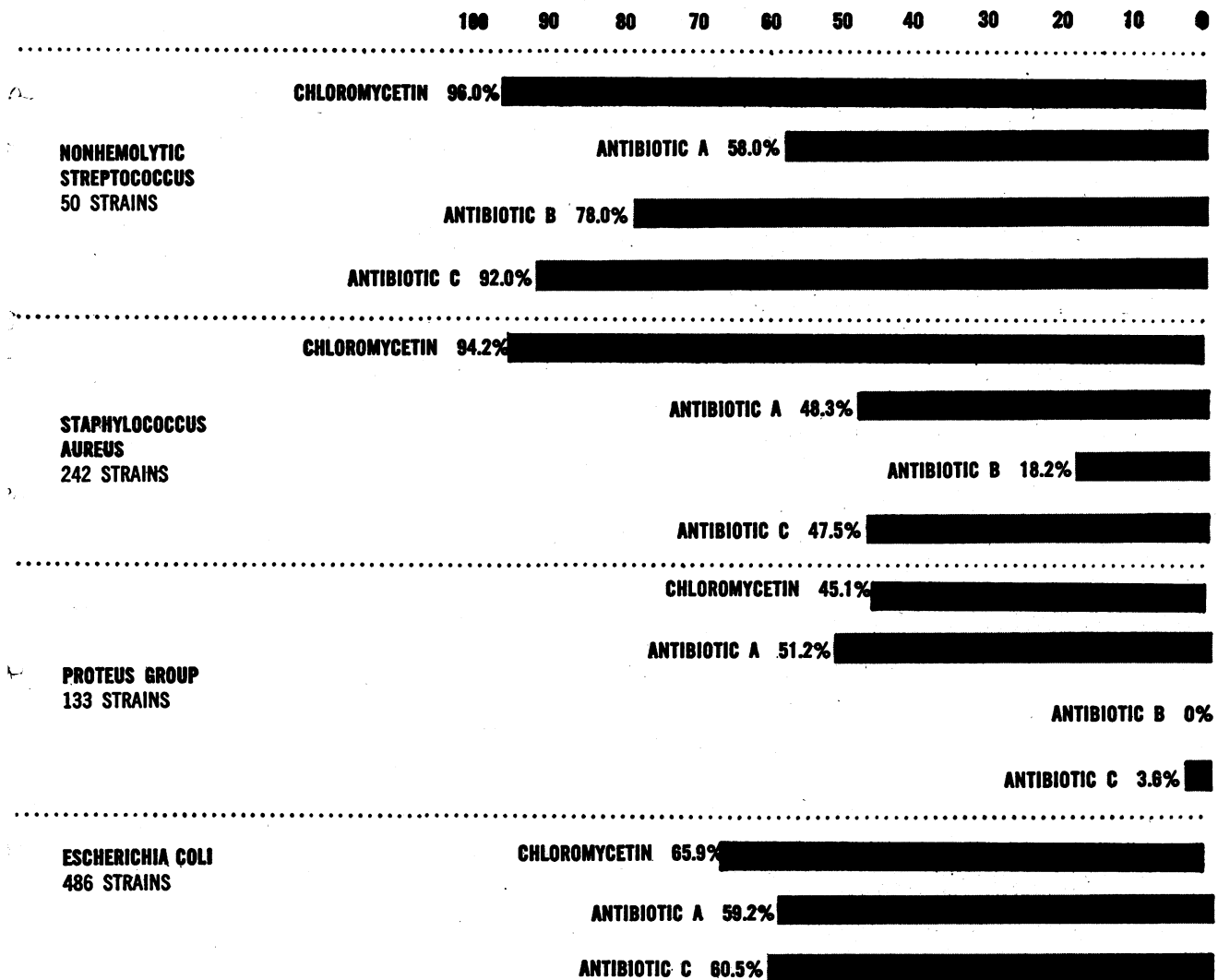
- (1) Finland, M.: *J.A.M.A.* 158:188, 1955. (2) Kirby, W. M. M.; Hudson, D. G., & Noyes, W. D.: *Arch. Int. Med.* 98:1, 1956. (3) Wise, R. I.; Cranny, C., & Spink, W. W.: *Am. J. Med.* 20:176, 1956. (4) Rantz, L. A., & Rantz, H. H.: *Arch. Int. Med.* 97:694, 1956. (5) Kempe, C. H.: *California Med.* 84:242, 1956. (6) Spink, W. W.: *Ann. New York Acad. Sc.* 65:175, 1956. (7) Felix, N. S.: *Pediat. Clin. North America* 3:317, 1956. (8) Altemeier, W. A.; Culbertson, W. R.; Sherman, R.; Cole, W.; Elstun, W., & Fultz, C. T.: *J.A.M.A.* 157:305, 1955. (9) Weil, A. J., & Stempel, B.: *Antibiotic Med.* 1:319, 1955. (10) Jones, C. P.; Carter, B.; Thomas, W. L., & Creadick, R. N.: *Obst. & Gynec.* 5:365, 1955. (11) Perry, R. E., Jr.: *North Carolina M. J.* 16:567, 1955. (12) Horton, B. F., & Knight, V.: *J. Tennessee M. A.* 48:367, 1955.

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Top quality protein, as supplied by meat, yields important amino acids for participation in these and other important functions. The excellent balance of available amino acids is an outstanding feature of meat protein.

*Geiger, E.: Digestion, Absorption and Metabolism of Protein, in Wohl, M. G., and Goodhart, R. S.: Modern Nutrition in Health and Disease, Philadelphia, Lea & Febiger, 1955, pp. 98-143.

The nutritional statements made in this advertisement have been reviewed by the Council on Foods and Nutrition of the American Medical Association and found consistent with current authoritative medical opinion.

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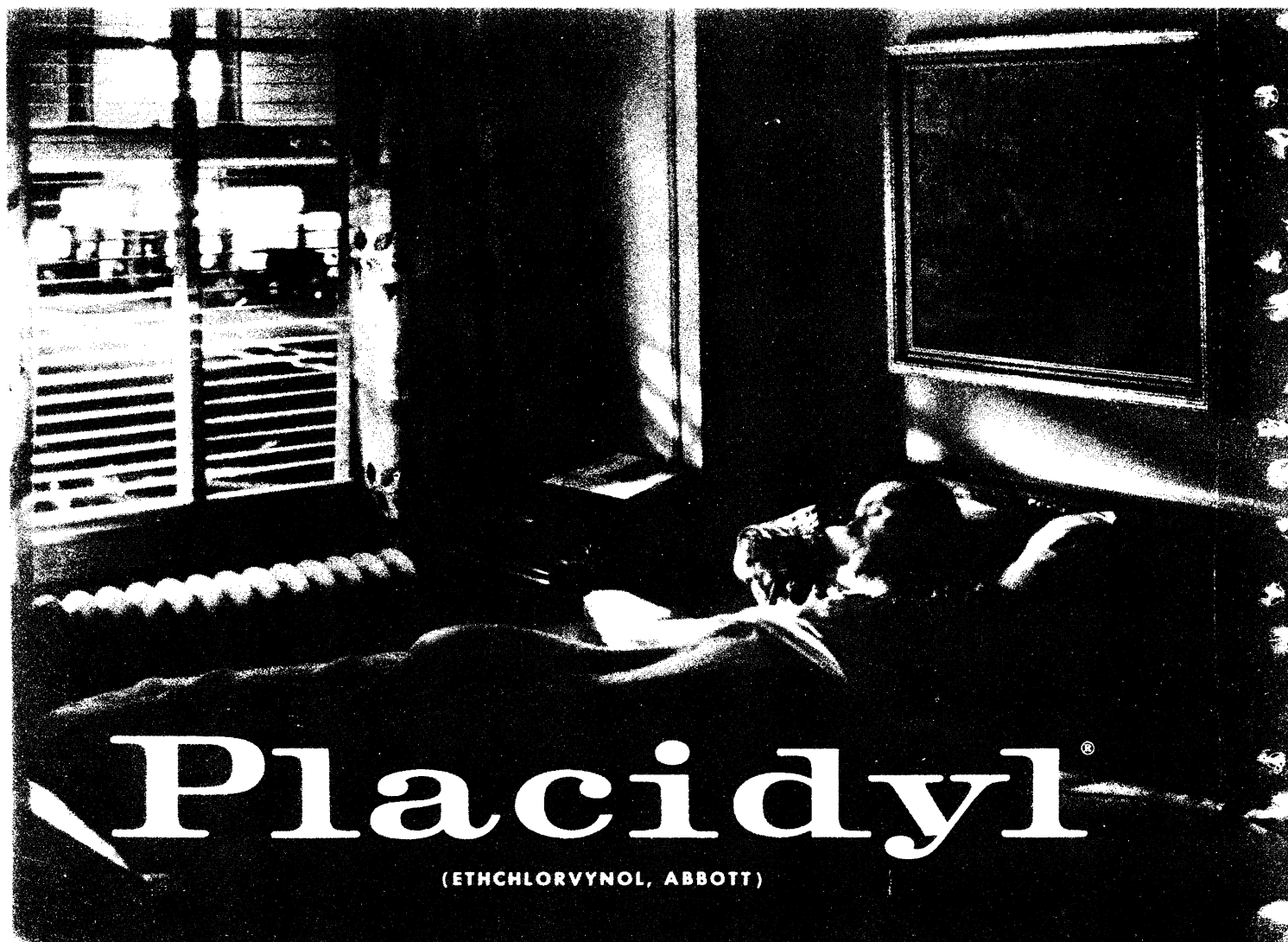
Its onset is subtle, its effect physiologic, and its aftermath usually undetectable. Duration about five hours.

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DAYTIME TRANQUILIZATION
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California MEDICINE

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(Continued on Page 76)



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non-narcotic*

ROMILAR 'Roche'

For suppressing cough, whatever the cause, Romilar is at least as effective as codeine. Yet it has no general sedative or respiratory-depressant activity, and it's remarkably free of side effects such as nausea, constipation, or tendency to habit formation.

Available as a syrup, in tablets, or expectorant mixture (with ammonium chloride).



Original Research in Medicine and Chemistry

Romilar® hydrobromide—brand of dextromethorphan hydrobromide

Tablets, 15 mg; syrup, 15 mg per teasp.; expectorant, 15 mg Romilar and 90 mg ammonium chloride per teasp.

SUPPORT MEDICAL EDUCATION WEEK, APRIL 21-27—KEEP AMERICA HEALTHY

a major
advance
in sulfa
therapy

KYNEX*...
Sulfamethoxy-pyridazine Lederle

KYNEX is an entirely new, readily soluble, single sulfonamide exhibiting excellent antibacterial action at radically reduced dosage.

KYNEX offers desirable clinical advantages hitherto not obtained by any related drug —

LOW DOSAGE: a total maintenance dose of only 2 tablets daily.

HIGH SOLUBILITY: prompt absorption, adequate diffusion into body fluid and tissue.

PROLONGED ACTION: therapeutic blood levels within the hour, blood concentration peaks within 2 hours—5-10 mg. per cent blood levels persist 24 hours after single oral dose of 1 Gm.

cuts dosage 75%

BROAD-RANGE EFFECTIVENESS: KYNEX is particularly efficient in urinary tract infections due to sulfonamide-sensitive organisms, including *E. coli*, *Aerobacter aerogenes*, *paracolon bacilli*, streptococci, staphylococci, Gram-negative rods, diphtheroids and Gram-positive cocci.

SAFETY: KYNEX offers a margin of clinical safety based on low required dosage, solubility, slow excretion rate. Although KYNEX Sulfamethoxypyridazine is a sulfonamide derivative and the usual precautions regarding such drugs should be observed, the low daily dose of 1.0 Gm. is all that is required for the therapeutic blood levels. No increase in dosage is recommended.

CONVENIENCE: The low dose of 1 Gm. (2 tablets) per day offers optimal convenience and acceptance to patients.

EACH TABLET CONTAINS: sulfamethoxypyridazine . . . 0.5 Gm. (7½ grains). **AVAILABLE:** Bottles of 24 and 100 Tablets.

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, NEW YORK
*Reg. U.S. Pat. Off.



CLASSIFIED ADVERTISEMENTS

(Continued from Page 71)

PHYSICIANS WANTED (Continued)

WANTED: Physician in internal medicine. Ultra modern, fully accredited, 100 bed hospital. Chiefs of medicine and surgery are diplomates. Salary up to \$12,900. Quarters available. Apply Dr. Robertson, Manager, VA Hospital, Miles City, Montana.

RADIOLOGIST FOR ASSOCIATION in private practice and hospital near Los Angeles. Salary of \$1000.00 per month with partnership arrangements at end of one-year period. Personal interview essential. Give full details, including photograph, in first letter. Box 93,350, California Medicine.

SITUATIONS WANTED

GENERAL PRACTITIONER—Main interest surgery. Age 45. 20 years practice Middle West. Desires relocation in California. Association or purchase of active practice. California licensed. Box 92,125, California Medicine.

GENERAL PRACTITIONER, 35, married, with family, desires to locate in smaller community in California. Would like to join or associate with individual or group with some surgical interest. Box 93,305, California Medicine.

INTERNIST—Board Certified. Licensed in California. Recently out of service. Desires association with group or established practitioner, preferably in Los Angeles area. Box 93,330, California Medicine.

INTERNIST—Board certified, California license, special interest in cardiology. Desires association with group, clinic, or individual in Los Angeles area. Personal interview desired. Box 93,335, California Medicine.

INTERNIST—32, Board Eligible, Boston Trained, California license. Subspecialty Cardiology with Catheter experience. Married, family, desires association with individual or group in, or near, Los Angeles, or San Francisco. Available August 1, 1957. Box 93,360, California Medicine.

OBSTETRICIAN-GYNECOLOGIST—wants association or location. Board Qualified, young, veteran, university trained, family. Desires town of 30,000 or less, or suburb of large town. Reply Box 93,285, California Medicine.

PEDIATRICIAN—28, will complete Pediatric residency in July, 1957, military obligation completed, married, desires association with group, or partner, so that I could find part-time association with a Medical School. California license. Available first or second week in August, 1957. Box 93,295, California Medicine.

PROCTOLOGIST, 36, Board certified, Colon Rectal, teaching experience, desires location with individual, group, etc. Box 93,320, California Medicine.

GENERAL SURGEON, board eligible, age 32, Military Obligation completed. Family. Trained Boston University and Harvard teaching hospitals. Prefer association or separate practice in suburban area or smaller city. Remuneration last consideration. Available July, 1957. Box 93,185, California Medicine.

SURGEON—Board eligible (Recently completed Part I), 5½ years training university hospitals and clinic; experienced general, thoracic and traumatic surgery, desires location, or association with individual, group, clinic, or hospital. Coastal area, San Francisco, Bay Area, or Northern California preferred. California licensed. Box 93,205, California Medicine.

(Continued on Page 82)

Thirst, too, seeks quality



relieves the discomfort of colds

'TABLOID'

'EMPIRIN'

COMPOUND*

with **CODEINE PHOSPHATE**

shortens the "miserable" period by:

- Reducing fever
- Controlling cough
- Relieving headache
- Relieving muscular aches and pains

prompt symptomatic relief of colds with *minimum addiction liability*

Available in four strengths



gr. 1/8

No. 1



gr. 1/4

No. 2



gr. 1/2

No. 3



gr. 1

No. 4



BURROUGHS WELLCOME & CO. (U. S. A.) INC., Tuckahoe, N. Y.

nonaddictive
relatively nontoxic
well tolerated

For Anxiety
and Tension
in Everyday
Practice

1 "Habituation does not follow the use of Miltown and . . . withdrawal symptoms have been completely absent."

Pennington, V.M.: J.A.M.A. In press, 1957.

2 "We found meprobamate ['Miltown'] to be a drug of extremely low toxicity and well tolerated . . . no tendency to addiction was encountered."

Altschul, A. and Billow, E.: New York State J. Med. In press, 1957.

3 "No patient developed a tolerance to the drug, although medication was prolonged in some cases as long as six months."

Gillette, H. E.: Internat. Rec. Med. 169: 453, 1956.

4 "Complications associated with long-term therapy are probably seen in lowest incidence with meprobamate ['Miltown']."

Fazekas, J. F., Shea, J. G. and Sullivan, P. D.: GP 14: 75, 1956.

5 "Thus far, there has been very little evidence of actual habituation to meprobamate ['Miltown']. No real tolerance has been observed."

Borras, J. C.: Med. Clinics of North America. In press, 1957.

Miltown®

THE ORIGINAL MEPROBAMATE



THE MILTOWN®
MEPROBAMATE MOLECULE

2-methyl-2-n-propyl-1,3-propanediol dicarbamate—U.S. Patent 2,724,720

Tranquilizer with muscle-relaxant action

DISCOVERED AND INTRODUCED

BY WALLACE LABORATORIES, New Brunswick, N. J.

SUPPLIED: 400 mg. scored tablets (Bottles of 50 tablets)
Usual Dosage: 1 or 2 tablets t.i.d.

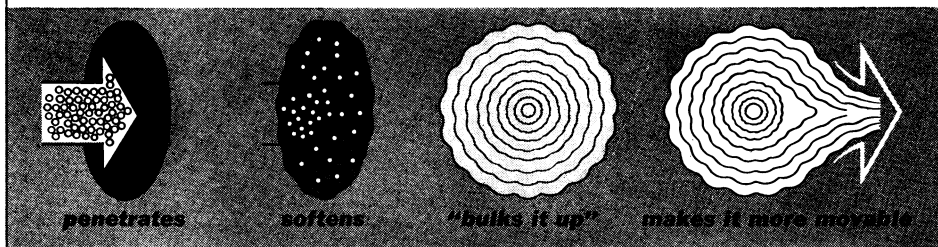
Literature and samples available on request

**a penetrant emulsion
for chronic
constipation**

KONDREMUL[®] (PLAIN)

COLLOIDAL EMULSION OF MINERAL OIL AND IRISH MOSS

permeates the hard, stubborn stool of chronic
constipation with millions of microscopic
oil droplets, each encased in a film of Irish moss...
makes it more movable



KONDREMUL (Plain)—Pleasant-tasting and
non-habit-forming. Contains 55% mineral oil.
Supplied in bottles of 1 pt.

KONDREMUL (With Cascara)—0.66 Gm. nonbitter
Ext. Cascara per tablespoon. Bottles of 14 fl.oz.

KONDREMUL (With Phenolphthalein)—0.13 Gm.
phenolphthalein (2.2 gr.) per tablespoon. Bottles of 1 pt.

When taken as directed before retiring, KONDREMUL
does not interfere with absorption of essential nutrients.

THE E. L. PATCH CO. — STONEHAM, MASSACHUSETTS

KONDREMUL

PATCH



TOM'S BACK!

SIX MONTHS AGO, when Tom came down with tuberculosis, his friends feared that he would disappear from the world of the well to spend *years* in a hospital.

Those fears might have been justified some time ago. Now, fortunately, when cases like Tom's are discovered early, doctors can often restore good health without the long stay in a hospital, and all the attendant worries about the problems of finances, family and future.

Tuberculosis is still a great problem when diagnosis is delayed and the disease has progressed. But experts agree that medical science has surely gained the upper hand

... through earlier detection, improved surgery and the anti-tuberculosis drugs. These advances have reduced tuberculosis from first to sixth place among the ten leading causes of death.

Obviously, the job is far from ended. Hospitals, universities and research laboratories the world over are searching constantly for more effective medicines of potential value in treating this once-deadly disease.

As a maker of medicines prescribed by physicians, Parke-Davis is proud to be among those engaged in this great, world-wide fight against tuberculosis.

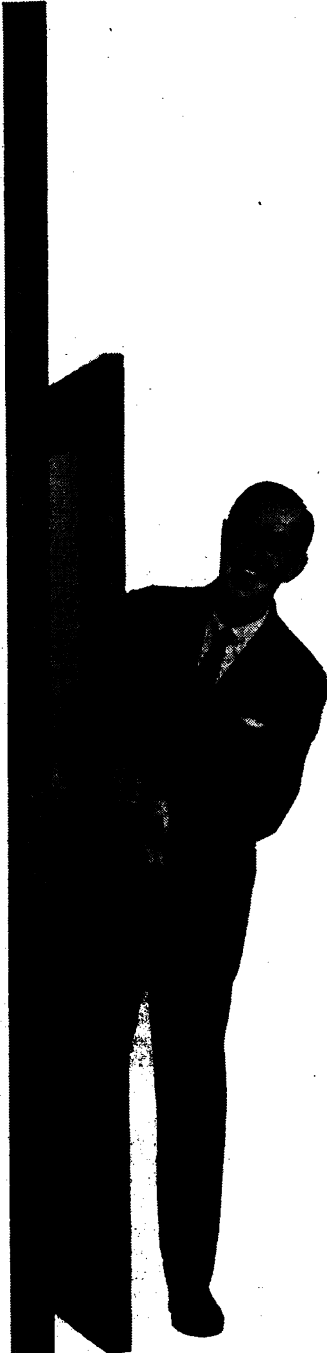
Copyright 1957—Parke, Davis & Company, Detroit 32, Michigan

PARKE, DAVIS & COMPANY

MAKERS OF MEDICINES SINCE 1866

*Working with your physician, your pharmacist
and your hospital to make modern medical care one
of the most rewarding investments of your life.*

TIME LIFE TODAY'S HEALTH POST



"Tom" had tuberculosis. And in this latest Parke-Davis message on the cost of medical care, "Tom's case" is used as a specific example of the heartening progress being made against sickness and disease.

The ad points out that, thanks to earlier detection, improved surgery and the anti-tuberculosis drugs, tuberculosis has fallen from first to sixth place among the ten leading causes of death.

Unfortunately, most people do not appreciate the priceless value of today's more effective medical care until they come face to face with a dread disease—like "Tom". And that's why, with a colorful new series of advertisements,* Parke-Davis is helping to give your patients a new and clearer understanding of what modern medical care can do for them—in terms of getting them well quicker, back on the job again, and even saving their lives.

In short, we're continuing to tell your patients that prompt and proper medical care may well turn out to be the biggest bargain ever to come their way.

PARKE, DAVIS & COMPANY

Detroit 32, Michigan



*Now in eye-catching color in LIFE, TIME,
SATURDAY EVENING POST and TODAY'S HEALTH.*

TIME LIFE TODAY'S HEALTH POST

CLASSIFIED ADVERTISEMENTS

(Continued from Page 76)

SITUATIONS WANTED (Continued)

UROLOGIST—BOARD ELIGIBLE, age 32, four year university residency followed by four years urologic practice. Army obligation completed. Licensed in California. Desires location for private practice, or association with group, clinic, or individual for practice of Urology in Southern California. Available immediately. Box 93,315, California Medicine.

LOCUM TENENS WORK WANTED

DERMATOLOGISTS ATTENTION: Planning a trip abroad this Summer? Well trained and experienced locum tenens available—San Francisco, San Mateo, and Santa Clara Counties area only. For information, please call DAvenport 3-0317, or write Box 93,355.

RESIDENT WANTED

SENIOR RESIDENT wanted Department Internal Medicine accredited County Hospital located 28 miles south of San Francisco. Excellent teaching program. Stipend \$400 plus maintenance. Must be citizen and eligible for State Board examinations. Apply J. Paul Sweeney, M.D., 222 39th Avenue, San Mateo, California.

PRACTICES FOR SALE

FOR SALE, South West Los Angeles. Completely equipped, general practice. Suitable also for Internist. Modern equipment. Excellent lease, new individual building. Excellent location next to busy pharmacy. Great potential. 3rd year gross, \$40,000, growing fast. Box 93,340, California Medicine.

ACTIVE GENERAL PRACTICE in the Newport Harbor area for sale. Doctor leaving for residency in July, 1957. Medical Arts Business Service, 355 North Newport Boulevard, Newport Beach, California. Telephone: Liberty 8-4065.

ACTIVE GENERAL PRACTICE, San Joaquin Valley city, grossed \$34,000 last year. Air conditioned office, 18,000 sq. ft., can be bought or leased reasonable. Purchase of equipment optional. Pay over two year period. Will introduce, or would consider brief association. Desire to semi-retire reason for selling. Box 93,345, California Medicine.

SAN FRANCISCO PENINSULA—Internal Medicine, established, choice community, completely equipped, including x-ray. Gross \$26,000, which can be increased, if desired. Available now. Will introduce. \$2,000 plus inventory. Also suitable for general practice. Box 93,325, California Medicine.

OFFICES FOR RENT OR LEASE

DELUXE SUITES, three (3) available. Eden Medical Building, the only medical building directly across from a new 250-bed hospital, located in Castro Valley, with 40,000 population, Alameda County, California. Terrific opportunity for GP or Orthopedic specialty. Rent approximately 35c per sq. ft. Pick your own colors and layouts. For further information write Eden Medical Building Corp., 14222 East 14th Street, San Leandro, California.

COMPLETE DOCTOR'S OFFICE SUITE available immediately. Reception and waiting room, consultation room, four examining rooms. Furnished or unfurnished. Answering service available. Centrally located in Centerville. Telephone: Browning 6-2244 or write Charles D. Ross, M.D., 20094 East 14th Street, Hayward, California.

FOR RENT—Location for specialist in growing community in centrally located Medical Building in suburban metropolitan area of Oakland, California. Excellent opportunity for dermatologist, neurosurgeon, obstetrician-gynecologist, orthoped, otolaryngologist, pathologist, pediatrician, radiologist, urologist. Reasonable rent. Now available. San Leandro Medical Building Co., 1556 Leonard Drive, San Leandro, California. TRinidad 2-9200.

(Continued on Page 102)

DEVEREUX SCHOOLS IN CALIFORNIA

Consultants and Clinical Staff

- Charles M. Campbell, Jr., M.D.
Pediatrics
- Richard H. Lambert, M.D.
Psychiatry
- Robert T. Grattan, M.D.
Psychiatry
- David L. Reeves, M.D.
Neurology
- Walter C. Graham, M.D.
Orthopedics
- Max A. Hammel, M.D.
Endocrinology
- Michael B. Dunn, Ph.D.
Psychotherapy
- Robert L. Brigden, Ph.D.
Psychology
- Shirley M. Jahnsen, Ph.D.
Psychology
- Frank B. McClung, Ph.D.
Psychology
- George E. Wilkinson, Ed.D.
Education
- Josephine Sammons, M.A.
Psychology
- W. J. Van Spanckeren, Jr., M.A.
Psychology

THERAPEUTIC SCHOOLS

VOCATIONAL COMMUNITIES

REMEDIAL CAMPS

- The heart of the Devereux Schools' technique is "acceptance" of each individual child, whatever his functional level of performance or his present degree of maturity. He comes to feel that the staff members with whom he comes in contact have faith in his capacity for growth.
- To assist in this the professional staff provides the student with a wide range of therapies—medical or psychiatric treatment, psychological counseling, or psychoanalysis when indicated. The same staff evaluates every boy or girl on admission, in order to determine individual needs and to ensure proper placement in the home-school unit that is best suited to his needs.
- Descriptive brochures are available on request. Professional inquiries should be addressed to Keith A. Seaton, Registrar, Devereux Schools in California, P. O. Box 1079, Santa Barbara, California.



DEVEREUX SCHOOLS

under the Devereux Foundation
a nonprofit organization

HELENA T. DEVEREUX, Director

SANTA BARBARA, CALIFORNIA

DEVON, PENNSYLVANIA

in urinary tract
infections of pregnancy
delay is dangerous...

*"Approximately one-half of the patients have
some permanent damage to the urinary tract."¹*



FURADANTIN[®]
BRAND OF NITROFURANTOIN

first...
FOR RAPID ERADICATION OF INFECTION

Specific for genitourinary tract infections
• rapid bactericidal action against a wide
range of gram-positive and gram-nega-
tive pathogens and organisms resistant to
other agents • negligible development of
bacterial resistance • excellent tolerance
—nontoxic to kidneys, liver and blood-
forming organs • safe for use in preg-
nancy^{2,3}

AVERAGE FURADANTIN DOSAGE: 100 mg.
q.i.d. with food or milk. Continue treat-
ment for 3 days after urine becomes sterile.

SUPPLIED: Tablets, 50 and 100 mg.
Oral Suspension (25 mg. per 5 cc. tsp.).

REFERENCES: 1. Rives, H. F.: Texas J. M. 52:224, 1956.
2. Diggs, E. S.; Prevost, E. C., and Valderas, J. G.: Am.
J. Obst. 71:399, 1956. 3. MacLeod, P. F., et al.: Inter-
nat. Rec. Med. 169:561, 1956.

NITROFURANS

a new class of antimicrobials—neither antibiotics nor sulfonamides

EATON LABORATORIES



NORWICH, NEW YORK

Recent Advances

In Feeding Prematures

Recent metabolic studies have established rational feeding procedures for prematures.

The initial feeding, 12 hours after birth, consists of one dram of 5 per cent dextrose. This solution is increased by one dram at 2-hour intervals if tolerated and retained.

After twenty-four hours, breast milk or formula (table below) gradually replaces the prelacteal feeding at 2-hour intervals. The volume of a feeding may be increased up to 2 drams daily until maintenance caloric requirements are fulfilled by the fifth day. If the infant shows signs of intolerance, the formula increase is made more slowly and the fluid requirement fulfilled parenterally.

Successful feeding mixtures consist of dilutions of powdered half-skimmed or evapor-

ated whole cow's milk, skimmed or whole lactic acid milk. These formulas contain high protein, moderate carbohydrate and low fat, yielding about 120 calories and 150 cc. fluid per kgm. body weight.

The problems of prematures are always the same but the solutions differ with each era. Today the moderate carbohydrate requirement for normal infants as well as prematures is fulfilled by KARO® Syrup as adequately as a generation ago. Whatever the type of milk adapted to the infant, KARO may be added confidently because it is a balanced mixture of lower sugars resistant to fermentation, non-laxative, easily assimilated and well tolerated by all infants.

Readily available in all food stores.

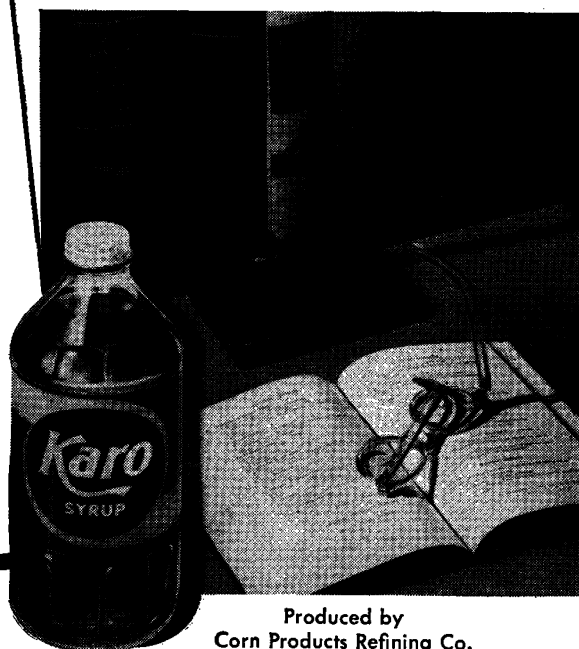
MEDICAL DIVISION

CORN PRODUCTS REFINING CO.

17 Battery Place, New York 4, N. Y.

R_x FIRST FORMULAS FOR PREMATURES	
Fresh or whole lactic acid milk	6 oz.
Water	12 oz.
KARO	1 oz.
Evaporated milk	3 oz.
Water	15 oz.
KARO	1 oz.
Dried milk (half-skimmed)	4 tbsp.
Water	18 oz.
KARO	1 oz.
Feedings: 1½ oz. x 12 x 2 hours	
Measures: 1 oz. KARO = 2 tablespoons	
Caloric values: KARO, 120 per oz.; Cow's milk, 20 per oz.; Evaporated milk, 45 per oz.; Dried milk (½ skimmed), 35 per oz. (Vol.).	
Equivalents: Red Label KARO or Blue Label KARO may be used interchangeably in all formulas.	

Adapted from Nelson's Pediatrics, Saunders, Phila. 1954



Produced by
Corn Products Refining Co.

Behind Every Bottle... A Generation of World Literature

An ideal
family vitamin-mineral
formula—

GEVRAL*

VITAMIN-MINERAL SUPPLEMENT LEDERLE



dry-filled sealed capsules



Since daily dosage is an important part of supplementation, GEVRAL is now packaged in a special JUBILEE JAR—an attractive container of 100 capsules for the family dining table. Specify GEVRAL. Your patients will remember to take their "vitamins" regularly when they have the JUBILEE JAR before them at mealtime.

GEVRAL is aptly formulated to meet the broad vitamin-mineral requirements of daily life. Balanced, comprehensive, GEVRAL provides 14 vitamins, 11 minerals and Purified Intrinsic Factor Concentrate. Dosage is only one *dry-filled* capsule daily.

Each GEVRAL capsule contains:

Vitamin A	5000 U.S.P. Units
Vitamin D	500 U.S.P. Units
Vitamin B ₁₂	1 mcgm.
Thiamine Mononitrate (B ₁)	5 mg.
Riboflavin (B ₂)	5 mg.
Niacinamide	15 mg.
Folic Acid	1 mg.
Pyridoxine HCl (B ₆)	0.5 mg.
Ca Pantothenate	5 mg.
Choline Bitartrate	50 mg.
Inositol	50 mg.
Ascorbic Acid (C)	50 mg.
Vitamin E (as tocopheryl acetates)	10 I. U.
L-Lysine Monohydrochloride	25 mg.
Rutin	25 mg.
Purified Intrinsic Factor Concentrate	0.5 mg.
Iron (as FeSO ₄)	10 mg.
Iodine (as KI)	0.5 mg.
Calcium (as CaHPO ₄)	145 mg.
Phosphorus (as CaHPO ₄)	110 mg.
Boron (as Na ₂ B ₄ O ₇ ·10H ₂ O)	0.1 mg.
Copper (as CuO)	1 mg.
Fluorine (as CaF ₂)	0.1 mg.
Manganese (as MnO ₂)	1 mg.
Magnesium (as MgO)	1 mg.
Potassium (as K ₂ SO ₄)	5 mg.
Zinc (as ZnO)	0.5 mg.

Lederle

IN VAGINAL TRICHOMONIASIS—

EXPLODE TRICHOMONADS

WITH **VAGISEC** *liquid and jelly*

FOR GREATER TREATMENT SUCCESS—


FEWER RECURRENCES

Here at last is a uniquely effective treatment¹⁻⁴ that rids patients of vaginal trichomonads successfully in more than 90 per cent of cases without long-term therapy.⁸ VAGISEC liquid and jelly even clear up long-standing infections,* often in less than a week. Marked improvement is usually seen within the first 24 hours. And here's why.


Both VAGISEC liquid and jelly explode trichomonads in 15 seconds after contact.^{1,8-5} 'Round-the-clock therapy with liquid and jelly, the Davis technique,¹ explodes—not merely inactivates—hidden trichomonads as well as those easily reached. This controls the infection immediately and keeps it under control until the last trichomonad explodes and disappears, as these photographs taken before, during and after VAGISEC treatment so clearly show.

*A small percentage of women who have an involvement of the cervical, vestibular or urethral glands may require other types of treatment.^{1,8,4}

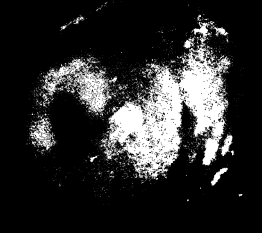
Active ingredients in VAGISEC liquid: Polyoxyethylene nonyl phenol, Sodium ethylene diamine tetra-acetate, Sodium dioctyl sulfosuccinate. In addition, VAGISEC jelly contains Boric acid, Alcohol 5% by weight.



Cervix of patient with severe *Trichomonas vaginalis* infection as seen after exposure with a speculum. Note the reddened mucosa, copious secretion and "strawberry" appearance which is often seen in acute cases.



2nd day—After one office treatment with VAGISEC liquid, and liquid at home, note regression of inflammation, markedly less discharge (Burning, itching, and most of the soreness are gone.)

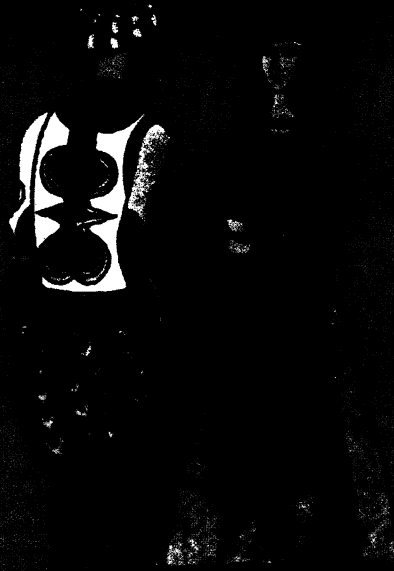


28th day—Apparent "cure" shows intact mucosa, and normal secretion (microscopically negative for trichomonads) after 3 days without therapy following menstruation. (Results confirmed by check-up 3 months later.)

PLEASE TURN PAGE

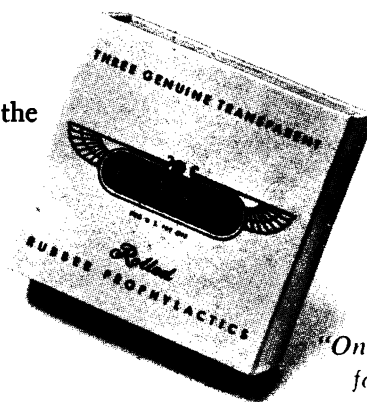
VAGISEC[®] *liquid and jelly*

*"I have been impressed by this method of therapy
and by the results in my own private patients."²*



Prescribe the one with "built-in" sensitivity

Husbands will cooperate better in vaginal re-infection control if you prescribe RAMSES, the superior rubber prophylactic. Transparent, smooth, tissue-thin, yet strong, RAMSES are the prophylactics most men know and prefer. Show your thoughtfulness by writing a prescription for RAMSES that the patient or her husband can hand to the druggist, or offer to phone the druggist yourself.



RAMSES®
prophylactics

JULIUS SCHMID, INC.
423 West 55th Street, New York 19, N. Y.

*"One should not
forget that
re-infections do occur
and they can occur...
from her husband."²*

VAGISEC and RAMSES are registered trade-marks of Julius Schmid, Inc.
†Pat. app. for

**Blood pressure in
obese hypertensives
frequently drops
with weight loss¹**

And when an appetite-curbing agent is necessary to help bring about weight loss in obese hypertensives, many physicians prefer 'Dexedrine' because it has little or no pressor effect in the usual dosages.²

'Dexedrine' is available in tablets, 5 mg.; elixir (each 5 cc. delivers 5 mg.); and 'Spansule' capsules, 10 mg. and 15 mg.

Dexedrine^{*}

dextro-amphetamine sulfate, S.K.F.

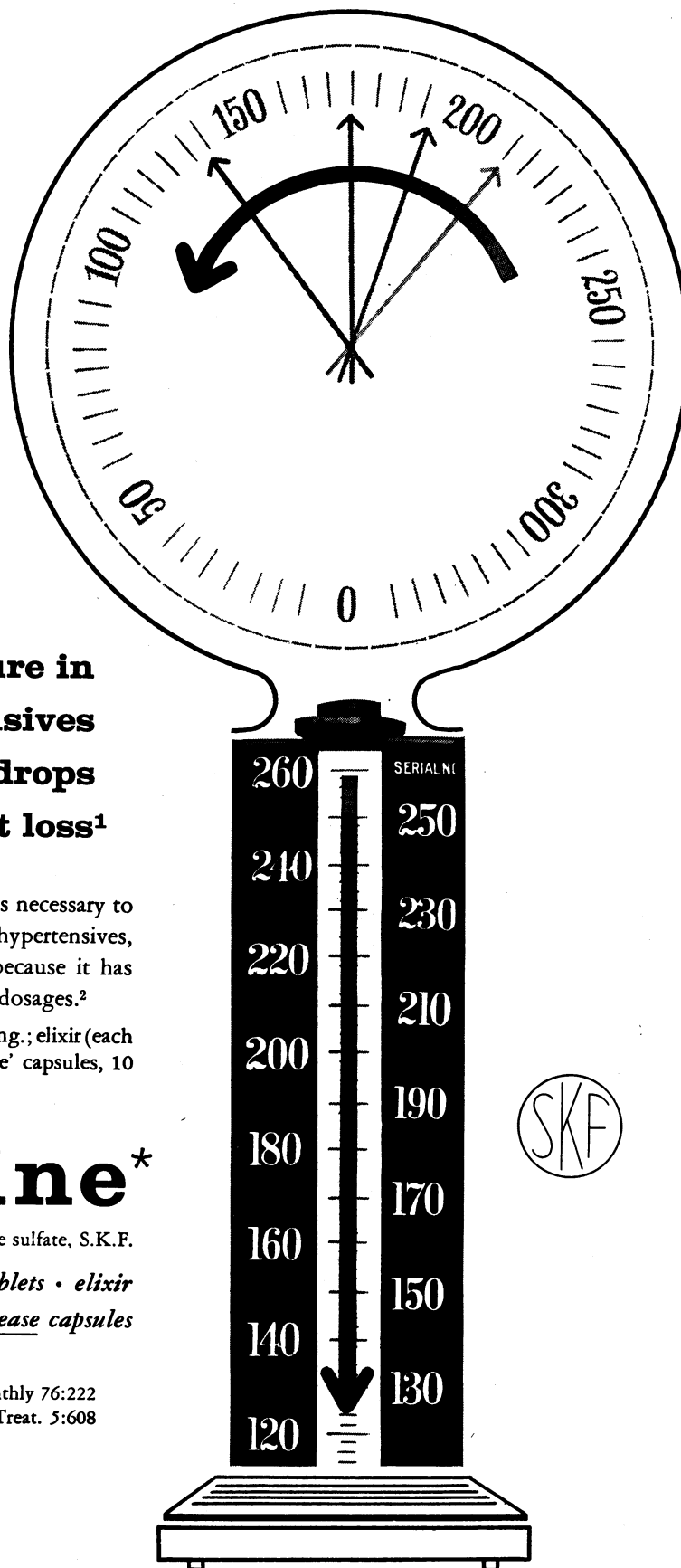
tablets • elixir

Spansule^{} sustained release capsules*

1. Ferguson, H.E.: Virginia M. Monthly 76:222

2. Roberts, E.: Am. Pract. & Dig. Treat. 5:608

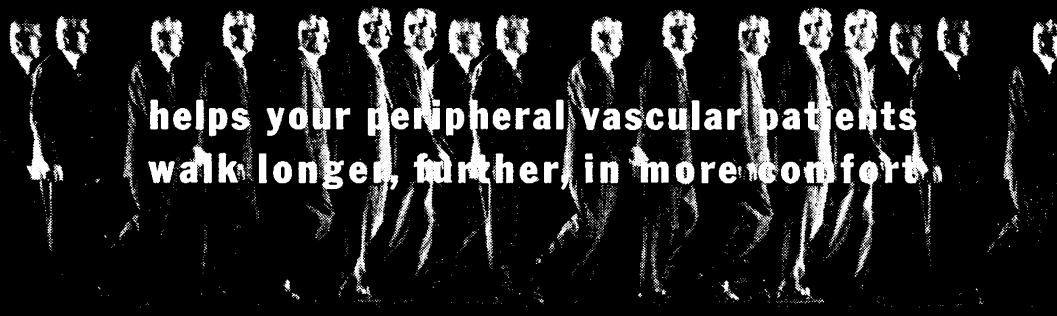
^{*}T.M. Reg. U.S. Pat. Off.



brand new!

arlidin

**vasorelaxation
more tissue oxygen
improved muscle metabolism
pain relief
safe • rapid • sustained**



**helps your peripheral vascular patients
walk longer, further, in more comfort**

**“strong muscle
vasodilator activity
and an adequate
increase in
cardiac output”¹**

**“safe vasodilative
agent of minimal
toxicity and
optimal tolerance”²**

**in intermittent claudication
diabetic vascular disease
Raynaud's disease
thromboangiitis obliterans
ischemic ulcers
night leg cramps**

ARLIDIN dilates peripheral blood vessels in distressed muscles, relaxes spasm, increases both cardiac and peripheral blood flow . . . to send more blood where more blood is needed.

dose: 1 tablet t.i.d. or q.i.d.
bottles of 50, 100 and 1000.



arlidin^{*} HCl
brand of nylidrin hydrochloride
tablets **6 mg.**

1. Pomeranze, J. et al.: Angiology, June, 1955.
2. Freedman, L.: Angiology 6:52, Feb. 1955.

Write for samples and literature
arlington-funk laboratories
division of U. S. Vitamin Corporation
250 East 43rd Street, New York 17, N.Y.

^{*}Trade Mark

Each tablet provides 6 mg. Nylidrin HCl (phenyl-*i*-butyl-noradiphen HCl)

rapy..Well tolerated

by

555 out of

563 patients

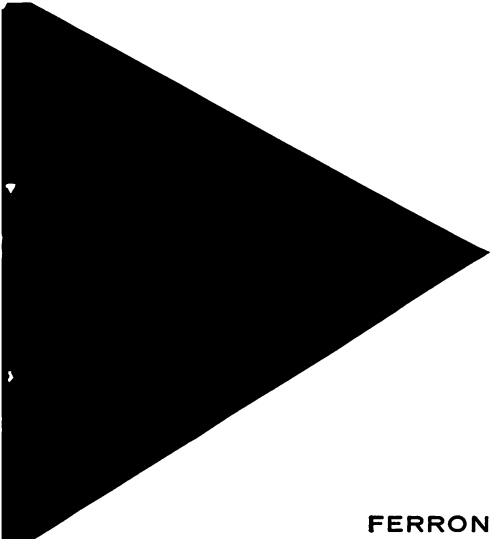
ferronord[®]

(brand of ferronord's sulfate complex)

**"555 (98½%) patients tolerated this
ferrous sulfate-amino acid complex
(FERRONORD) without complaint."¹**

**"Extraordinarily well tolerated" in 120
obstetrical and gynecological patients.²**

**Well tolerated even in patients with
peptic ulcer and gastritis.³**

- 
- serum response in 3 hours**
 - clinical response in days**
 - between-meal administration
for better utilization**

FERRONORD Dosage:

average adult dosage: Initially, 2 tablets twice a day; in severe cases, 2 tablets 3 times daily. Maintenance, 1 to 2 tablets daily.

children's dosage: In proportion.

FERRONORD Supplied:

Bottles of 100 tablets. Each tablet supplies 40 mg. of ferrous iron.

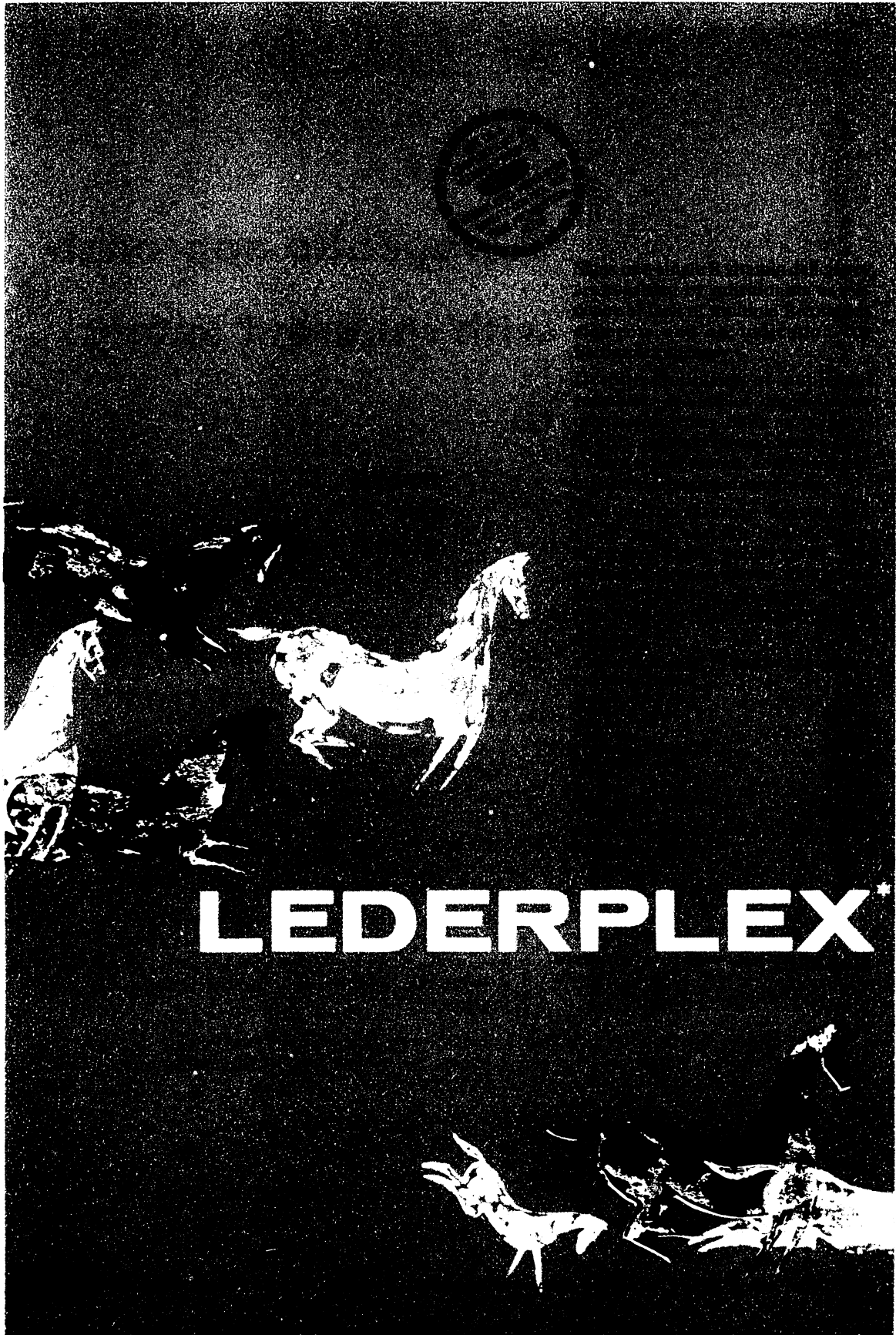
1. Frohman, I. P.; Pomeranze, J.; Rummel, W.; Kircher, R. F.; Clancy, J. B.; Dwyer, T. A.; Wagner, H.; O'Brien, T. E.; Curley, R. T.; Jörgensen, G.; Onorato, R. R.; Ira, F.; Lee, Jr., J. G.; Gorla, W. O.; White, R. N.; Gadek, R. J.; Remy, D.: Scientific Exhibit, 6th International Congress of Hematology, Boston, Mass., August, 1956.
2. Wagner, H.: Landarzt 31:496, 1955.
3. Jörgensen, G.: Arztl. Wehnschr. 10:82, 1955.

†α-aminoacetic-ferrous sulfate complex, exsiccated



NORDMARK PHARMACEUTICAL LABORATORIES, INC., IRVINGTON, N. J.

Suppliers of fine chemicals to the pharmaceutical industry for more than a quarter of a century.





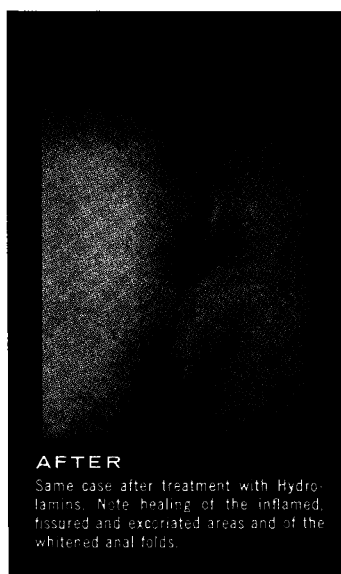
BEFORE

Reddened, fissured and excoriated perianal skin, and whitening of the anal folds, accompanied by intense burning and itching of 3 years' duration.

A new
therapeutic approach
with inherent safety
in PRURITUS ANI

HYDROLAMINS®

TOPICAL AMINO ACID THERAPY



AFTER

Same case after treatment with Hydrolamins. Note healing of the inflamed, fissured and excoriated areas and of the whitened anal folds.

Unique physiologic barrier—topical amino acids—brings rapid relief (98%¹) and complete healing (88%¹)

"...the objectives of therapy in pruritus ani can be listed under 3 headings:

- (1) **relieve itching:** [Hydrolamins produced immediate relief of intractable itching in 98% of patients. The anti-pruritic effect of one application lasts about twenty-four hours.¹]
- (2) **accelerate healing,** [Hydrolamins rapidly and completely healed reddened, fissured, macerated and ridged perianal lesions in 88% of cases.¹]
- (3) **allow natural healing without trauma due to physical, chemical, allergic, or microbiologic agents."**² [The amino acids of Hydrolamins promote safe, natural healing while the ointment protects the perianal area from irritation.¹]

Due to the rapidity of action of Hydrolamins, it is believed that protein-precipitating irritants, responsible for the pruritus, are neutralized. Hydrolamins also forms a biochemical barrier against further irritation.

SUPPLIED: In 1 oz. and 2.5 oz. tubes.



Pharmaceutical Company, Chicago 14, Illinois

1. Bodkin, L.G., and Ferguson, E.A., Jr.: Successful Ointment Therapy for Pruritus Ani, Am. J. Digest. Dis. 18:59 (Feb.) 1951.
2. Fromer, J.L.: Dermatologic Concepts and Management of Pruritus Ani, Am. J. Surg. 90:805 (Nov.) 1955.

Hydrolamins derived from lactalbumin in a vehicle of polyethylene glycol 1500.

Rauwiloid[®]

A Dependable Antihypertensive

“...by far the most effective

and useful orally administered agent for reducing blood pressure . . . fully worthy of a trial in every case of essential hypertension in which treatment is thought necessary. The severe cases, which always need treatment, are as likely to respond as the mild.”¹

1. Locket, S.: Brit. M.J.
1:809 (Apr. 2) 1955.

An Effective Tranquilizer, too

“ . . . relief from anxiety resulted in generally increased intellectual and psychomotor efficiency with a few exceptions.”² Rauwiloid is outstanding for its *nonsoporific* sedative action in a long list of diseases burdened by psychic overlay.

2. Wright, W.T., Jr., et al.: J. Kansas
M. Soc. 57:410 (July) 1956.

Dosage: Merely two 2 mg. tablets at bedtime.
After full effect one tablet suffices.

A logical first step when more potent drugs are needed

Rauwiloid is recognized as basal medication in all grades and types of hypertension. In combination with more potent agents it proves synergistic or potentiating, making smaller dosage effective and freer from side actions.

Rauwiloid[®]+Veriloid[®]

In moderate to severe hypertension this single-tablet combination permits long-term therapy with dependably stable response. Each tablet contains 1 mg. Rauwiloid (alseroxy-lon) and 3 mg. Veriloid (alkavervir). Initial dose, 1 tablet t.i.d., p.c.

Rauwiloid[®]+

Hexamethonium

In severe, otherwise intractable hypertension this single-tablet combination provides smoother, less erratic response to hexamethonium. Each tablet contains 1 mg. Rauwiloid and 250 mg. hexamethonium chloride dihydrate. Initial dose, ½ tablet q.i.d.

Riker

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Diamox*

NON-MERCURIAL DIURETIC

Acetazolamide Lederle

in glaucoma

Intraocular pressure is significantly reduced by DIAMOX in various types of glaucoma — acute congestive glaucomatous crisis, simple glaucoma which does not respond to miotics, and some secondary glaucomas. Well-tolerated, nontoxic, easily administered, DIAMOX has proved to be a highly useful drug.

Preoperatively, DIAMOX is particularly useful in conditions where intraocular pressure is high and reduction is required.

Postoperatively, DIAMOX aids early restoration of the anterior chamber and maintenance of a formed area.

Diagnostically, in glaucoma and other ophthalmologic conditions, DIAMOX clears corneal edema, greatly enhances visibility, permits examination of the interior of the eye.

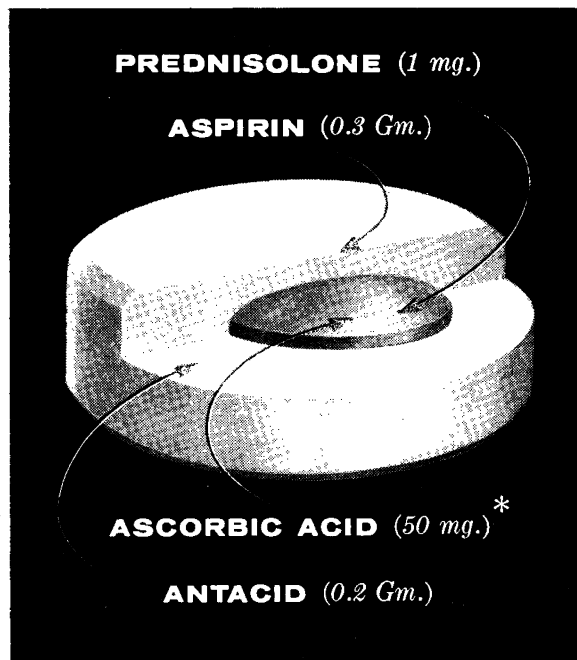
Suggested dosage of DIAMOX for most ophthalmologic conditions is 5 mg. per kg. every six hours day and night. In severe glaucomatous crises the intravenous form may provide quicker reduction of global pressure.

Supplied: Scored tablets of 250 mg. (Also in ampuls of 500 mg. for parenteral use.)

LEDERLE LABORATORIES DIVISION, AMERICAN CYANAMID COMPANY, PEARL RIVER, N. Y.

*Reg. U. S. Pat. Off.





Proper formula for treating "Rheumatism" patients



With TEMPOGEN, many patients obtain adequate relief from immobilizing "rheumatic" pain with lower hormone dosages than are ordinarily required, because of the enhanced antirheumatic effect provided by the prednisolone-salicylate combination. In addition, the likelihood of the occurrence of gastric distress or adrenal ascorbic acid depletion is minimized.

INDICATIONS: Early rheumatoid arthritis, rheumatoid spondylitis, osteoarthritis, Still's disease, psoriatic arthritis, bursitis, synovitis, tenosynovitis, myositis, fibrositis, and neuritis.

Supplied: TEMPOGEN® and TEMPOGEN® Forte—in bottles of 100 Multiple Compressed Tablets. (TEMPOGEN Forte provides 2 mg. of prednisolone.) TEMPOGEN and TEMPOGEN Forte are trademarks of Merck & Co., Inc.

*present as 60 mg. sodium ascorbate



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DIVISION OF MERCK & CO., INC. PHILADELPHIA 1, PA.



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QUALITY / RESEARCH / INTEGRITY

release from anxiety

ULTRAN

(Phenaglycodol, Lilly)

mild, safe tranquilizer

anxiety quickly allayed

The patient with vague symptoms, nervous and distressed under the burden of unsolved problems, finds release from anxiety and restoration of emotional composure.

mental acuity not impaired

Exhaustive psychological testing shows that recommended dosage does not affect intellectual or motor abilities. 'Ultran' is the first drug for which this has been established by objective and standardized quantitative tests.

chemically unique

'Ultran' is a new chemical compound, one of a group of butane-diols synthesized at the Lilly Research Laboratories. It is not a modification of any other therapeutic agent.

*Dosage: Usually, 1 pul-
vule t.i.d.*

*Supplied: As attractive
turquoise-and-white pul-
vules of 300 mg., in bot-
tles of 100.*

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Against Pathogen & Pain in urinary tract infections

Azo Gantrisin combines the single, soluble sulfonamide, Gantrisin, with a time-tested urinary analgesic - in a single tablet.

Prompt relief of pain and other discomfort is provided together with the wide-spectrum antibacterial effectiveness of Gantrisin which achieves both high urinary and plasma levels so important in both ascending and descending urinary tract infections.

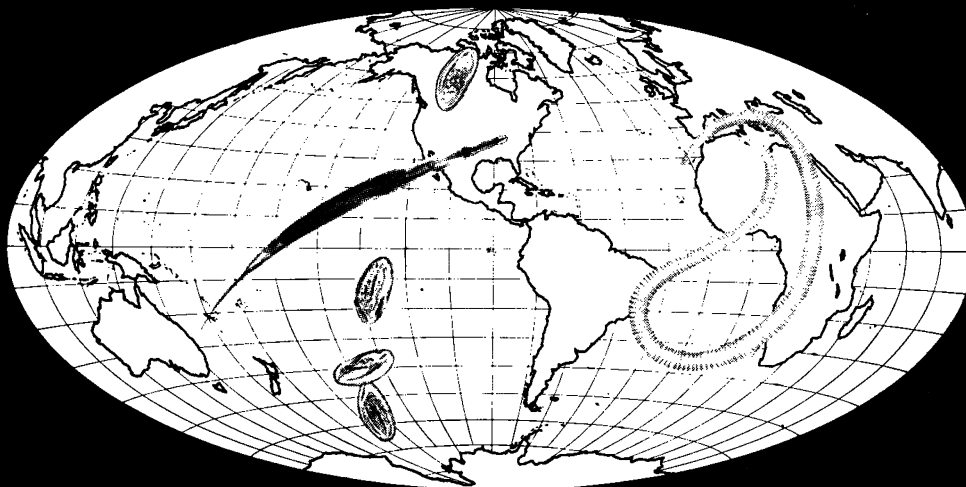
Each Azo Gantrisin tablet contains 0.5 Gm Gantrisin 'Roche' plus 50 mg phenylazo-diamino-pyridine HCl.

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SYRUP • TABLETS • WAFERS

Eliminate **PINWORMS IN ONE WEEK**
ROUNDWORMS IN ONE OR TWO DAYS

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'ANTEPAR' SYRUP - Piperazine Citrate, 100 mg. per cc.

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(Continued from Page 82)

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OFFICES FOR RENT—First class Medical Building, good location for Specialists, central area downtown Oakland, near Kaiser Center Development, ample parking, public transportation. California Medical Building, 1904 Franklin Street, Oakland 12, California. Telephone: GLencourt 1-4596.

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PALO ALTO NEW MEDICAL SUITES NOW LEASING. Garden type—Air conditioned, all ground floor, within landscaped area. Plenty off street parking, adjoining shopping center. In way of additional future population growth. Send for descriptive Brochure. Owner E. J. Nackord, P. O. Box 601, San Carlos, California.

FOR LEASE—Modern medical bungalow office, 840 sq. ft. Reception room, 20'x11'9"; Receptionist room, 7'6"x10'9"; Examining room, 14'3"x10'9"; In-between Laboratory room, 9'x5'; X-ray room 10'9"x3'6"; Hall 9'x3'6" (bath off hall). Physician's private office 10'9"x8'9", with separate entrance. Office has heat, there are no parking problems, and the lease is \$100 per month, plus utilities. Mrs. James G. Morrow, 418 Broadway (off Ocean Street), Santa Cruz, California, GA 3-1793.

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Direct, fast relief of **gas** and pain¹: **Bentyl**
spasm
Relieves the **I** pain where it hurts: the gut

2 caps t.i.d.

1. Hardin, J. H.; Levy, J. S., and Seager, L.: South. M. J. 47:1190.1954.

THE WM. S. MERRELL COMPANY • New York • CINCINNATI • St. Thomas, Ontario



Each capsule or teaspoonful (5 cc.) contains 10 mg. of Bentyl (dicyclomine hydrochloride).

TRADEMARK: 'BENTYL'

Simplify parenteral therapy

balanced electrolytes
parenteral calories
vitamins for
dextrose metabolism

New, modern therapy now possible because all three
important factors are combined in a single solution

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Trinolyte combines the two most widely prescribed Baxter special solutions, Trinidex[®] and Isolyte[®], plus alcohol for additional calories.

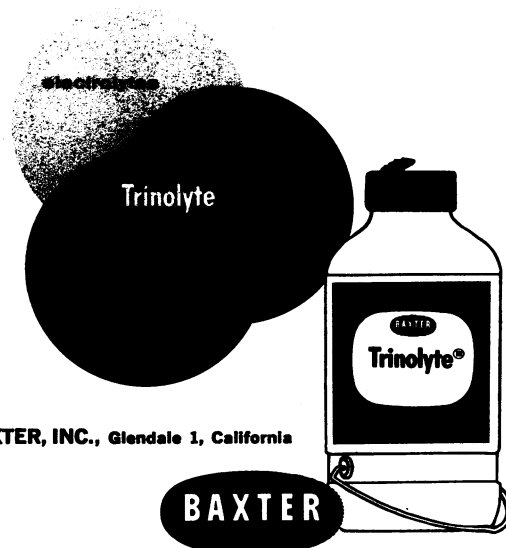
It meets the needs of the usual surgical patient with normal renal function.

Each liter (1000 cc.) of Trinolyte contains:

Hydrous Dextrose U.S.P.	50	Gm.
Absolute Ethyl Alcohol	25.0	cc.
Sodium Lactate*	5.30	Gm.
Sodium Chloride U.S.P.	5.0	Gm.
Potassium Chloride U.S.P.	0.75	Gm.
Anhydrous Citric Acid U.S.P.	0.54	Gm.
Calcium Chloride U.S.P.	0.35	Gm.
Magnesium Chloride Hexahydrate	0.31	Gm.
Nicotinamide U.S.P.	100	mg.
Riboflavin U.S.P.	20	mg.
Thiamine Hydrochloride U.S.P.	10	mg.

Electrolyte content (milliequivalents per liter):

Sodium	132	Magnesium	3
Potassium	10	Chloride	103
Calcium	5	*Bicarbonate Precursor	47



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salt of
tetracycline

PANMYCIN* PHOSPHATE

*Each capsule contains:
Tetracycline phosphate complex
equivalent to 250 mg. of tetracycline hydrochloride*

*Indications and dosage:
Same as for tetracycline hydrochloride*

*Supplied:
Bottles of 16 and 100 capsules.*

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GOOD NIGHT

PATIENTS SLEEP SOUNDLY with non-barbiturate Doriden—0.5 Gm. at bedtime. Onset of action is smooth and gradual (without preliminary excitation). Effect lasts 4 to 8 hours.



Doriden[®]

(glutethimide CIBA)

SUPPLY: Tablets, 0.125 Gm. (white), 0.25 Gm. (white, scored), and 0.5 Gm. (white, scored).

GOOD MORNING

PATIENTS AWAKE ALERT AND REFRESHED; Doriden is rapidly metabolized, allows restful natural slumber without hangover.

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NICOZOL

for senile psychoses

an ideal
cerebral tonic
and stimulant
for the aged

NICOZOL relieves mental confusion and deterioration, mild memory defects and abnormal behavior patterns in the aged.

NICOZOL therapy will enable your senile patients to live fuller, more useful lives. Rehabilitation from public and private institutions may be accomplished for your mildly confused patients by treatment with the Nicozol formula. 1, 2, 3.

NICOZOL is supplied in capsule and elixir forms. Each capsule or ½ teaspoonful contains:

Pentylenetetrazol...100 mg.
Nicotinic Acid.....50 mg.

1. Levy, S., *JAMA.*, 153:1260, 1953
2. Thompson, L., Procter R.,
North Carolina M. J., 15:596, 1954
3. Thompson, L., Procter, R.,
Clin. Med., 3:325, 1956

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DRUG SPECIALTIES, INC.
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for professional samples of
NICOZOL capsules and literature on
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From
CONFUSION...

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**NORMAL
BEHAVIOR
PATTERN**



"ACTING IN CONCERT"†

**to treat
the hypertensive patient
as a whole**

Unitensin-R combines cryptenamine and reserpine which "act in concert" to control the entire syndrome of essential hypertension.

Cryptenamine dependably lowers blood pressure, and improves cerebral and renal circulation. It also increases cardiac efficiency, and may arrest the progress of vascular damage.

Reserpine raises the threshold of emotional response and stifles the neurogenic aggravation of the disease.

Given together, cryptenamine and reserpine produce a far better therapeutic effect than when given separately. And successful therapy is usually maintained with dosages well below those producing side effects.

†Cohen, B. M.; Cross, E. B., and Johnson W.: Am. Prac. & Digest Treat. 6: 1030, 1955.

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Each grey-coated Unitensin-R tablet contains:
Cryptenamine.....1.0 mg.
(tannates)
Reserpine.....0.1 mg.
Dosage: 1 tablet t.i.d.

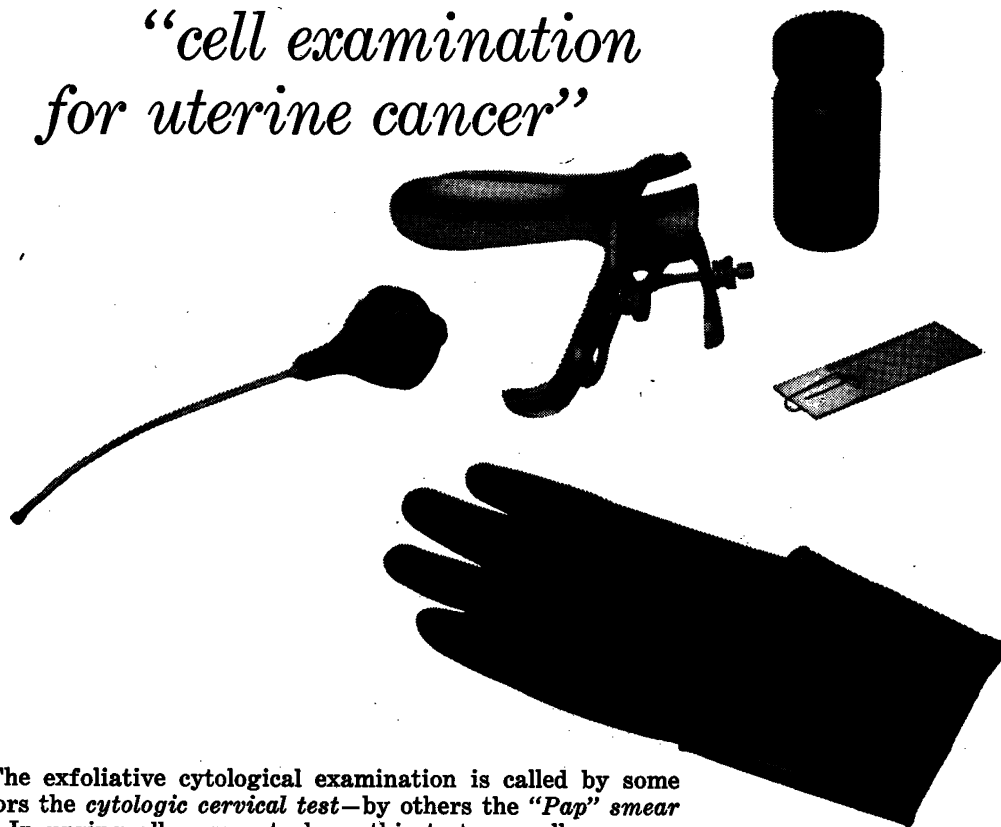
For prescription economy, prescribe in 50's.

To serve your patients today—call your pharmacist for any additional information you may need to help you prescribe Unitensin-R.

Bibliography. Orgain, E. S.: Postgrad. Med. 17: 318, 1955. Finnerty, F. A.: Am. J. Med. 17: 629, 1954. McCall, M. L., Sass, D. K., Wagstaff, C., and Cutler, J.: Obst. & Gynec. 6: 297, 1955. Cohen, B. M.: New York State J. Med. 55: 653, 1955. LaBarbera, J. F.: Med. Record and Annals 50: 242, 1956. Voskian, J.; Assali, N. S., and Noll, L.: Surg., Gynec. & Obst. 102: 37, 1956. Crisp, W. E., and McCall, M. L.: Am. Prac. & Digest Treat. 7: 620, 1956. Finnerty F. A.: Am. J. M. Sc. 229: 379, 1955.

AN EXPERIMENT IN MEDICAL NOMENCLATURE INTRODUCING THE TERM:

*“cell examination
for uterine cancer”*



The exfoliative cytological examination is called by some doctors the *cytologic cervical test*—by others the “*Pap*” smear test. In urging all women to have this test annually, we are calling it the *cell examination for uterine cancer*.

Here are our reasons:

Cytologic cervical test is a term which seems complicated to many women.

“*Pap*” smear test is simple, but women we have talked to find the word “smear” unpleasant and disturbing, and it may add to their anxieties about pelvic examinations.

Public relations advisors say that broadcasters and editors will dislike “smear”—and TV, radio and the press will be essential to the success of this educational project.

We have considered other terms but have at last agreed on *cell examination for uterine cancer* as the term which simply and accurately describes the keystone of this vitally important program.

This test can help save thousands of women each year. In many parts of the country it is becoming widely accepted as a part of a routine checkup. As fast as county medical societies approve, our local Units will urge women to go to their physicians annually for a *cell examination for uterine cancer*.

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maximum concentration of a new,
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effective and acceptable

"In our opinion, the new contraceptive cream [Delfen vaginal cream],
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Sodium Restriction

A. Indications

1. Congestive heart failure
2. Hypertension
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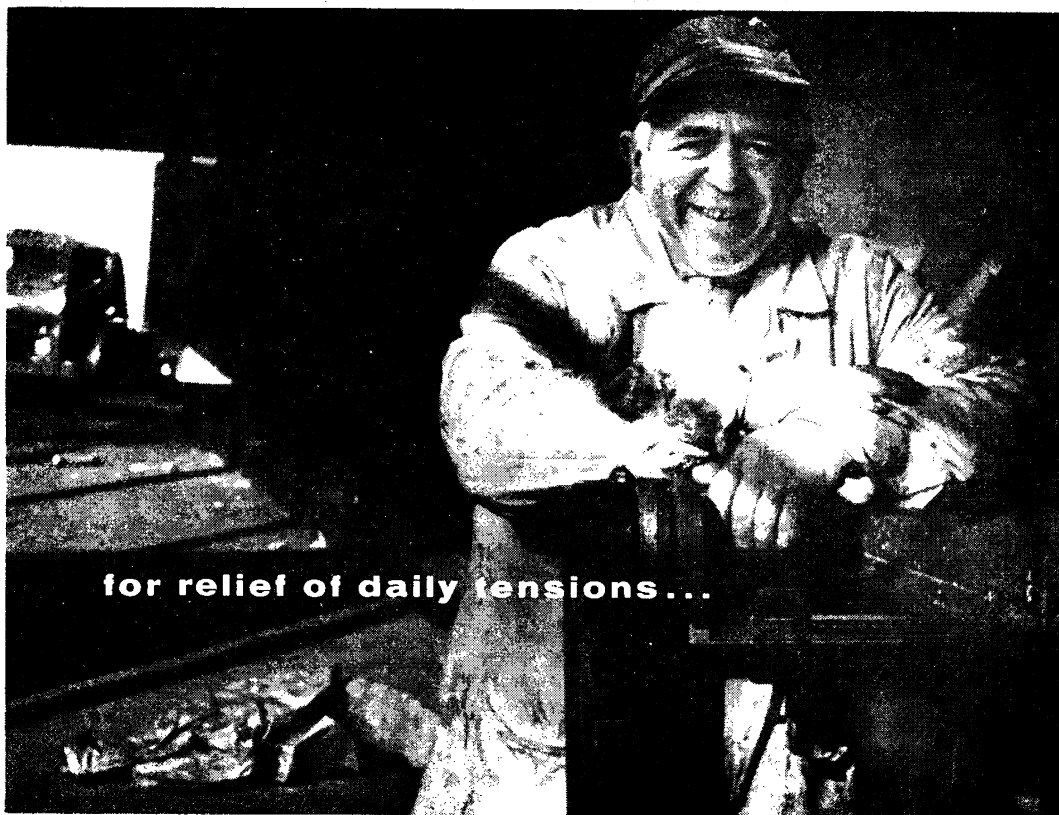
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2 oz. Shakers + 8 oz. bottles

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the power of gentleness

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*"...mild action promotes an over-all calmness..."**

New and Different • not a hypnotic-sedative—unrelated to any available chemopsychotherapeutic agent • no evidence of cumulation or habituation • does not cause gastric hyperacidity • unusually wide margin of safety—no significant side effects

Dosage: 150-300 mg. three or four times daily.

Supplied: 300 mg. scored tablets, bottles of 48.

*Ferguson, J. T.: J. Am. Geriatrics Soc. 4:1080, 1956.



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The ubiquitous microbe
"... capable of producing
lesions virtually anywhere
on the body surface. . . .
At times it seems as if every
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now improved control of the ubiquitous Staph. with new **MATROMYCIN**

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*for the common bacterial infections that you treat
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clinical success even in cases of antibiotic-resistant
staphylococci*

- no predictable cross resistance with penicillin, erythromycin, streptomycin, tetracycline, oxytetracycline and chlortetracycline
- resistance to Matromycin itself does not readily occur and emerges slowly and in adaptive

fashion, as shown by experiments with various strains of *M. pyogenes* (clinical isolates)²

- outstandingly safe and well tolerated

Available in 250 mg. capsules, bottles of 16

references: 1. McDermott, W.: Ann. New York Acad. Sc. 65:59 (Aug. 31) 1956. 2. Noyes, H. E.; Nagle, S. C., Jr.; Sanford, J. P., and Robbins, M. L.: Antibiotics & Chemother. 6:460 (July) 1956.

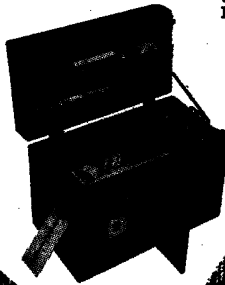


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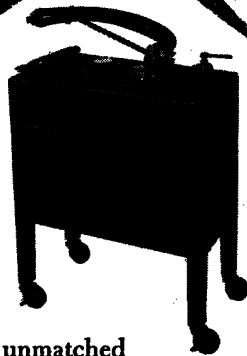


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No one understands better than a physician that it takes time to become suitably proficient in a chosen work. The unmatched background of knowledge and experience making possible such fine instruments as the Viso-Cardiette and Metabulator did not come about overnight, and is the result of almost 40 years of successful medical instrument development. Such a background assures you that it is safer to select Sanborn.

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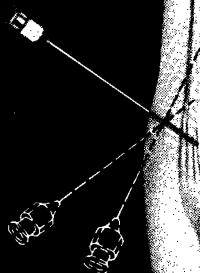
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(Prednisolone tertiary-butyloacetate, Merck)

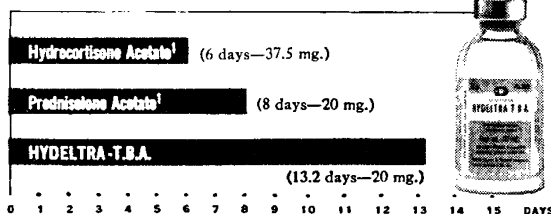
for relief that lasts—longer

in *COLLATERAL*
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STRAINS—
allows early
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relieves pain
and swelling



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Sprains
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Trigger points
Tennis elbow
Lumbosacral strain
Capsulitis
Frozen shoulder
Coccydynia
Rheumatoid nodules
Fibrositis
Tensor fascia lata
syndrome
Collateral ligament
strains
Radiculitis
Osteochondritis
Ganglia

Duration of relief
exceeds that
provided by any
other steroid
ester



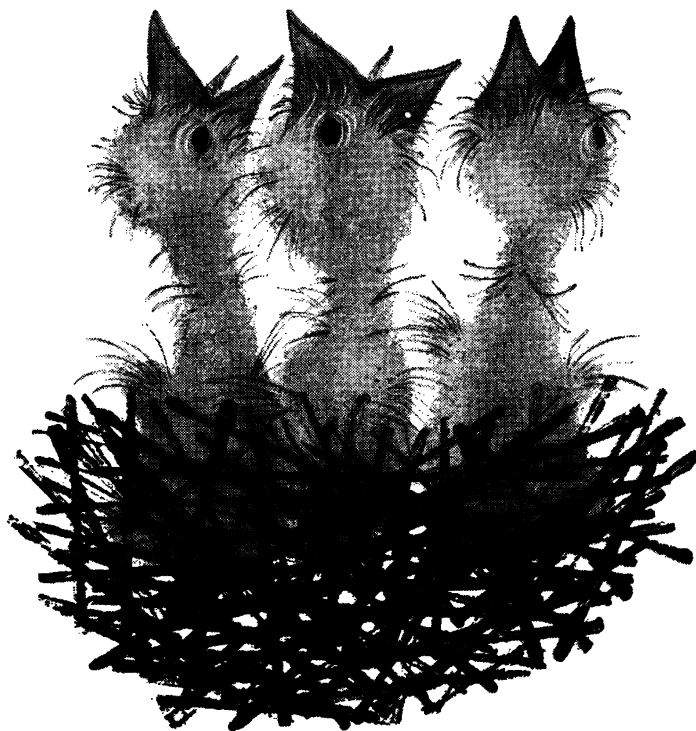
Dosage: the usual intra-articular, intra-bursal or soft tissue dose ranges from 20 to 30 mg. depending on location and extent of pathology.

Supplied: Suspension "HYDELTRA"-T.B.A.—20 mg. cc. of prednisolone tertiary-butyloacetate, in 5-cc. vials.



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1. Hollander, J. L., Paper read at conference in New York City, May 31 and June 1, 1955



children are often this eager...

Because Rubraton tastes so good, most children actually look forward to taking it. What better way could there be for providing these essential nutrients?

Rubraton is indicated for combatting many common anemias and for correcting mild B complex deficiency states. It may also prove useful for promoting growth and stimulating appetite in poorly nourished children. (Not intended for treatment of pernicious anemia.)

Dosage: 1 or 2 teaspoonfuls t.i.d.

Supply: Bottles of 8 ounces and 1 pint.

1 teaspoonful (5 cc.) supplies:

Elemental Iron	38 mg.
(as ferric ammonium citrate and colloidal iron)	
Vitamin B ₁₂ activity concentrate	4 mcg.
Thiamine mononitrate	1.0 mg.
Riboflavin	1.0 mg.
Niacinamide	5 mg.
Pantothenic acid (Panthenol)	1.5 mg.
Pyridoxine hydrochloride	0.5 mg.

Alcohol content: 12 per cent

RUBRATON

SQUIBB IRON, B COMPLEX AND B₁₂ VITAMINS ELIXIR

*RUBRATON® IS A SQUIBB TRADEMARK

SQUIBB



Squibb Quality—the Priceless Ingredient



STERANE® *won't show your arthritic where they're running or make them strike... but STERANE will help him cast, play, net or pursue almost any sport or job, by reducing joint pain, swelling and immobility. STERANE (prednisolone), the most potent anti-rheumatic steroid, is supplied as white, scored 5 mg. tablets (bottles of 20 and 100) and pink, scored 1 mg. tablets (bottles of 100).*

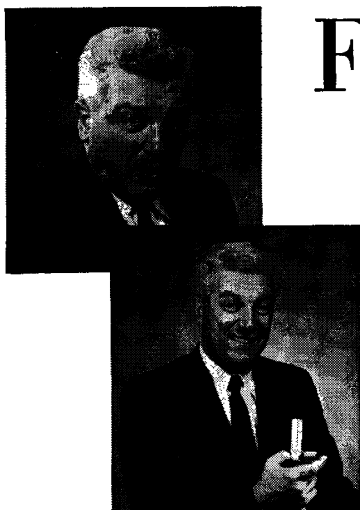


PFIZER LABORATORIES Division, Chas. Pfizer & Co., Inc. Brooklyn 6, New York

®

For the Asthmatic

Fast Relief



Medihaler offers virtually instantaneous relief and does so with little effort and with maximum safety.

Measured-Dose True Nebulization

Delivers a measured dose of true nebular vapor...Dose is always the same regardless of strength of fingers or amount of medication in bottle.

Costs the Patient Less

Medihaler Oral Adapter is made of unbreakable plastic...no moving parts...and 200 applications in each 10 cc. bottle.



Medihaler-Epi®

Riker brand of epinephrine U.S.P. 0.5% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.125 mg. epinephrine. In 10 cc. vial with metered-dose valve.

Indicated in acute or recurring bronchospasm. Replaces injected epinephrine in many emergency situations.

Medihaler-Iso®

Riker brand of isoproterenol HCl 0.25% solution in inert, nontoxic aerosol vehicle. Each ejection delivers 0.06 mg. isoproterenol. In 10 cc. vial with metered-dose valve. • Indicated in acute or recurring bronchospasm.

Note: First prescription should include desired medication and Medihaler Oral Adapter, supplied with pocket-sized plastic container.

The Medihaler principle

is also available in Medihaler-Nitro™ (0.25 mg. octyl nitrite per ejection) for the rapid relief of angina pectoris...and Medihaler-Phen™ (phenylephrine-hydrocortisone-neomycin) for lasting, effective relief of nasal congestion.



LOS ANGELES

modify measles

...specify polio
immune globulin/
Cutter

- derived from freshly pooled, adult venous blood.
- concentrated — 20 to 1 normal antibody equivalents.
- high poliomyelitis antibody level — tested according to U.S.P.H.S. specifications.
- also recommended for prevention of paralytic poliomyelitis and infectious hepatitis, and treatment of hypogammaglobulinemia.

